Bruner, G. C., II; James, K.; Hensel, P. J. (2001).

Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3.

Chicago, IL: American Marketing Association.

[942 full text instruments]. Marketing research -- Statistical methods, Scaling (Social sciences) FIND IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/423839179

Affect (general). (1987).

Stuart, E.W.; Shimp, T.A.; Engle, R.W.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 3.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Affect (music). (1984).

Dillon, W.R.; Mulani, N.; Frederk, D.G.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 4-6.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Affect intensity (measure). [AIM]. (1984).

Larsen, R.J.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 7-9.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Affective Response (Evaluation of Service Environment). (1997).

Hui, M.K.; Dube, L.; Chebat, J.C.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 10.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Affective response (negative). [PANAS]. (1988).

Watson, D.; Clark, L.A.; Tellegen, A.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 11-12.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Affective response (negative). (1995).

Price, L.L.; Arnould, E.J.; Tierney, P.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 13.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Affective response (negative). (1995).

Derbaix, C.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 14.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Affective response (negative). (1995).

Derbaix, C.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 15.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Affective response (negative). (1996).

Murray Jr, J.P.; Dacin, P.A.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 16-17.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Affective response (positive). (1995).

Taylor, S.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 18.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Affective response (positive). [PANAS]. (1988).

Watson, D.; Clark, L.A.; Tellegen, A.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 19-21.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Affective response (positive). (1995).

Price, L.L.; Arnould, E.J.; Tierney, P.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 22-23.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Affective response (positive). (1995).

Derbaix, C.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 24.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Affective response (positive). (1995).

Derbaix, C.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 25.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Affective response (positive). (1996).

Murray Jr, J.P.; Dacin, P.A.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 26-27.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Affective Response to Waiting. (1997).

Hui, M.K.; Dube, L.; Chebat, J.C.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 28.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Air pollution (social norms). (1997).

Osterhus, T.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 29.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Alienation (consumer). (1990).

Singh, J.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 30-31.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Amused. (1985).

Asmus, E.P.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 32-33.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Anger. (1994).

Taylor, S.; Claxton, J.D.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 34-35.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Anticipated Interaction with Salesperson. (1997).

Ramsey, R.P.; Sohi, R.S.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 36.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Anticipated negative consequences. (1996).

Griffin, M.; Babin, B.J.; Attaway, J.S.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 37.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Anxiety state. (1996).

Pham, M.T.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 38.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Anxious. (1994).

Taylor, S.; Claxton, J.D.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 39-40.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

## Arousal. (1995).

Broach, V.C.,J.r.; Page Jr, T.J.; Wilson, R.D.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 41.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

## Arousal. (1993).

Mehrabian, A.; Russell, J.A.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 42-44.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

## Arousal. (1995).

Darden, W.R.; Babin, B.J.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 45.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

# Arousal. (1993).

Mano, H.; Oliver, R.L.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 46-47.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Attitude toward complaining (personal norms). (1982).

Richins, M.L.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 48-49.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

#### TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Attitude toward cosmetic pharmaceuticals. (1995).

Petroshius, S.M.; Titus, P.A.; Hatch, K.J.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 50.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Attitude toward coupon use. (1994).

Mittal, B.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 51.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Attitude toward drug use. (1996).

Schoenbachler, D.D.; Whittler, T.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 52.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Attitude Toward New Uses for Product. (1994).

Wansink, B.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 53-54.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Attitude toward nicotine patch. (1996).

Keller, P.A.; Block, L.G.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 55.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Attitude toward ordering option. (1994).

Dabholkar, P.A.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 56.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Attitude toward political candidate. (1997).

Pinkleton, B.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 57-58.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Attitude toward store background music. (1992).

Baker, J.; Levy, M.; Grewal, D.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 59-60.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Attitude Toward the Act (Semantic Differential). (1980).

Fishbein, M.; Ajzen, I.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 61-64.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

## Attitude Toward the Bank. (1997).

Hui, M.K.; Dube, L.; Chebat, J.C.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 65.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

## Attitude Toward the Brand. (1994).

Putrevu, S.; Lord, K.R.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 66.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

#### Attitude Toward the Brand. (1994).

Peracchio, L.A.; Meyers-Levy, J.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 67-68.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

#### TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Attitude Toward the Brand (Food). (1994).

Prasad, V.K.; Smith, L.J.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 69.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Attitude Toward the Brand (Status). (1997).

Rosenberg, E.; Pieters, R.; Wedel, M.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 70.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Attitude Toward the Brand (Unipolar). (1994, 1996).

LaTour, M.S.; Henthorne, T.; Snipes, R.L.; Bliss, S.J.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 71-72.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Attitude Toward the Brand Name. (1994).

Schmitt, B.H.; Pan, Y.; Tavassoli, N.T.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 73.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Attitude Toward the Business (Originality). (1995).

Homer, P.M.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 74.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Attitude Toward the Business (Overall). (1995).

Homer, P.M.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 75.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Attitude Toward the Conservation Activity. (1997).

Osterhus, T.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 76.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Attitude Toward the English Language. (1994).

Koslow, S.; Shamdasani, P.N.; Touchstone, E.E.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 77-78.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Attitude Toward the Object. (1994).

Lord, K.R.; Lee, M.; Sauer, P.L.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 79.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Attitude toward the offer. (1988, 1989).

Burton, S.; Lichtenstein, D.R.; Bearden, W.O.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 82-82.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Attitude Toward the Organization. (1995).

Moore, D.J.; Harris, W.D.; Chen, H.C.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 83.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Attitude Toward the Product/Brand (Semantic Differential) (Varied.)

Varied

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 84-93.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Attitude Toward the Service Provider. (1986).

Stafford, M.R.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 94-95.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

## Attitude Toward the Spanish Language. (1994).

Koslow, S.; Shamdasani, P.N.; Touchstone, E.E.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 96-97.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

## Attribute favorability. (1994).

Aaker, J.L.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 98-99.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

## Attribution of Blame. (1996).

Griffin, M.; Babin, B.J.; Attaway, J.S.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 100.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

#### Authority, part of Narcissistic personality inventory. [NPI]. (1988).

Raskin, R.; Terry, H.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 101-102.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

#### Behavioral intention. (varied).

varied

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 103-107.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

#### TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Behavioral intention. (1997).

Oliver, R.L.; Rust, R.T.; Varki, S.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 108.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Behavioral intention (external response). (1996).

Zeithaml, V.A.; Berry, L.L.; Parasuraman, A.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 109.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Body consciousness (public). (1981).

Miller, L.C.; Murphy, R.; Buss, A.H.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 110-111.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Brand Beliefs for a Luxury Sedan (Comparative). (1994).

Neese, W.T.; Taylor, R.D.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 112.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Brand Beliefs for a Luxury Sedan (Noncomparative). (1994).

Neese, W.T.; Taylor, R.D.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 113.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Brand consciousness. (1996).

Donthu, N.; Gilliland, D.I.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 114.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Brand consciousness. (1986, 1996).

Sproles, G.B.; Kendall, E.L.; Shim, S.; Gehrt, K.C.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 115.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

#### Brand differences. (1996).

van Trijp, H.C.M.; Hoyer, W.D.; Inman, J.J.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 116.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

# Brand equity. (1996).

Ha, L.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 117-118.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

## Brand familiarity. (1993).

Machleit, K.A.; Allen, C.T.; Madden, T.J.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 119.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

#### Brand loyalty. (1994).

Putrevu, S.; Lord, K.R.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 120.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

## Brand loyalty. (1994).

Mittal, B.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 121.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

#### TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Brand personality (competence). (1997).

Aaker, J.L.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 122.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Brand personality (excitement). (1997).

Aaker, J.L.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 123.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Brand personality (ruggedness). (1997).

Aaker, J.L.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 124.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Brand personality (sincerity). (1997).

Aaker, J.L.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 125.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Brand personality (sophistication). (1997).

Aaker, J.L.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 126.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Brand preference. (1997).

Sirgy, M.J.; Grewal, D.; Mangleburg, T.F.; Park, J.O.; Chon, K.S.; Claiborne, C.B.; Johar, J.S.; Berkman, H.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 127.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Budget constraints. (1996).

Urbany, J.E.; Dickson, P.R.; Kalapurakal, R.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 128.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

## Calm. (1985).

Asmua, E.P.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 129-130.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

## Choice confusion. (1986, 1996).

Sproles, G.B.; Kendall, E.L.; Shim, S.; Gehrt, K.C.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 131.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

# Choice task meaningfulness. (1997).

Sen, S.: Johnason, E.J.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 132.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

#### Clothing concern. (1979).

Gurel, L.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 133-134.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

#### Clothing style preference. (1997).

Sirgy, M.J.; Grewal, D.; Mangleburg, T.F.; Park, J.O.; Chon, K.S.; Claiborne, C.B.; Johar, J.S.; Berkman, H.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 135.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

#### TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_compilations">https://archive.org/details/TMSS\_compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Collectivism (coworkers). (1988).

Hui, C.H.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 136-137.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

# Collectivism (parents). (1988).

Hui, C.H.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 138-139.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

## Commitment (organizational). (1994).

Kelley, S.W.; Davis, M.A.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 140-141.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

## Commitment (store). (1997).

Bettencourt, L.A.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 142.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

#### Comparison shopping (check prices). (1997).

Putrevu, S.; Ratchford, B.T.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 143.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

#### Comparison shopping (initial). (1996).

Urbany, J.E.; Dickson, P.R.; Kalapurakal, R.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 144.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

#### TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Comparison shopping (multiple stores). (1997).

Putrevu, S.; Ratchford, B.T.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 145.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Comparison shopping (product attributes). (1997).

Putrevu, S.; Ratchford, B.T.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 146.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Comparison shopping (routine). (1996).

Urbany, J.E.; Dickson, P.R.; Kalapurakal, R.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 147.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Comparison shopping (unit prices). (1997).

Putrevu, S.; Ratchford, B.T.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 148.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Complaint intentions (private). (1988).

Singh, J.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 149-150.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Complaint intentions (third party). (1988).

Singh, J.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 151-152.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Complaint intentions (voice). (1988).

Singh, J.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 153-154.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

# Complaint likelihood (direct). (1997).

Blodgett, J.G.; Hill, D.J.; Tax, S.S.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 155.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

## Compulsive buying. (1992).

Faber, R.J.; O'Guinn, T.C.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 156-157.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

## Confidence (task). (1996).

Urbany, J.E.; Dickson, P.R.; Kalapurakal, R.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 158.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

#### Conformity motivation (consumption). (1995).

Kahle, L.R.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 159.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

# Conservation (energy). (1997).

Osterhus, T.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 160.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

#### TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Contribution to Purchase Decision (Initiation Stage). (1994).

Beatty, S.E.; Talpade, S.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 161-162.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Contribution to Purchase Decision (Search/Decision Stage). (1994).

Beatty, S.E.; Talpade, S.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 163-164.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Cooperation. (1997).

Battencourt, L.A.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 165-166.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Cosmetics use. (1995).

Netemeyer, R.G.; Burton, S.; Lichtenstein, D.R.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 167.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Country of Origin Image (People). (1992).

Pisharodi, R.M.; Rarameswaran, R.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 168-169.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Country of Origin Image (Similarity). (1992).

Pisharodi, R.M.; Rarameswaran, R.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 170-171.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Country of Origin Product Image (Cars). (1986, 1992).

Pisharodi, R.M.; Rarameswaran, R.; Yaprak, A.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 172-173.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Country of Origin Product Image (Desirable Attributes). (1992).

Pisharodi, R.M.; Rarameswaran, R.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 174-175.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Country of Origin Product Image (Desirable Blender Attributes). (1992).

Pisharodi, R.M.; Rarameswaran, R.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 176-177.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Country of Origin Product Image (Distribution/Advertising). (1986, 1992).

Pisharodi, R.M.; Rarameswaran, R.; Yaprak, A.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 178-179.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Country of Origin Product Image (Positive Blender Attributes). (1994).

Maherswaran, D.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 180.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Country of Origin Product Image (Undesirable Attributes). (1992).

Pisharodi, R.M.; Rarameswaran, R.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 181-182.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Country of Origin Product Image (Undesirable Blender Attributes). (1992).

Pisharodi, R.M.; Rarameswaran, R.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 183-184.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Coupon use (economic benefits). (1994).

Mittal, B.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 185.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Coupon use (others). (1994).

Tat, P.K.; Bejou, D.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 186.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Coupon use (time costs). (1994).

Mittal, B.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 187.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Coupon use limitations. (1994).

Tat, P.K.; Bejou, D.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 188.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Cultural openness. (1995).

Sharma, S.; Shimp, T.A.; Shin, J.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 189-190.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Dangerous. (1996).

Griffin, M.; Babin, B.J.; Attaway, J.S.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 191.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Dangerous. (1987, 1995).

Meyerowitz, B.E.; Chaiken, S.; Block, L.G.; Keller, P.A.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 192.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Deal opportunities (grocery). (1997).

Putrevu, S.; Ratchford, B.T.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 193.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Deal proneness. (1994).

Roy, A.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 194.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Deal proneness (in store promotions). (1997).

Putrevu, S.; Ratchford, B.T.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 195.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Decision action control orientation. (1985).

Kuhl, J.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 196-198.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Decision Maker Role (Major Products for Family). (1997).

Kim, C.; Lee, H.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 199-200.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Decision Maker Role (Minor Products for Child). (1997).

Kim, C.; Lee, H.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 201-202.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Decision Maker Role (Minor Products for Family). (1997).

Kim, C.; Lee, H.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 203-204.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Decision making style. (1985).

Buck, J.N.; Daniels, M.H.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 205-206.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Delay duration. (1994).

Taylor, S.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 207.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Disconfirmation (museum services). (1995).

Bhattacharya, C.B.; Rao, H.; Glynn, M.A.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 208.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Discount age segmentation cue. (1994).

Tepper, K.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 209.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Discount credibility. (1994).

Tepper, K.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 210.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Discount usage (perceived self devaluation). (1994).

Tepper, K.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 211.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Discount usage (perceived stigma). (1994).

Tepper, K.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 212-214.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Discount usage intention. (1994).

Tepper, K.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 215-216.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Discount usage social visibility. (1994).

Tepper, K.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 217.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Dominance. (1995).

Darden, W.R.; Babin, B.J.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 218.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

# Dominant language (spanish). (1994).

Koslow, S.; Shamdasani, P.N.; Touchstone, E.E.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 219-220.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

## Economic threat (domestic). (1995).

Sharma, S.; Shimp, T.A.; Shin, J.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 221.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

## Economic threat (personal). (1995).

Sharma, S.; Shimp, T.A.; Shin, J.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 222.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

#### Emotion (empathy). (1995).

Moore, D.J.; Harris, W.D.; Chen, H.C.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 223.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

#### Emotion (negative). (1995).

Moore, D.J.; Harris, W.D.; Chen, H.C.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 224.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

#### TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Emotion (positive). (1995).

Moore, D.J.; Harris, W.D.; Chen, H.C.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 225.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Energy Problems (Attribution of Responsibility). (1997).

Osterhus, T.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 226.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Entitlement. (1988).

Raskin, R.; Terry, H.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 227-228.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Environmental paradigm. (1978).

Van Liere, K.D.; Dunlap, R.E.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 229-230.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Ethical perspective (idealism) Ethics perception questionnaire. [EPQ]. (1980, 1994).

Treise, D.; Weigold, M.F.; Conna, J.; Garrison, H.; Forsyth, D.R.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 231-232.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Ethical perspective (relativism) Ethics perception questionnaire. [EPQ]. (1980, 1994).

Treise, D.; Weigold, M.F.; Conna, J.; Garrison, H.; Forsyth, D.R.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 233-234.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Ethicality (moral equity/relativism dimension), Multidimensional ethicsscale. [MES]. (1988, 1990).

Reidenbach, R.E.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 235-237.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

#### Ethnic identification. (1994).

Donthu, N.; Cherian, J.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 238-239.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

## Ethnocentrism. [CETSCALE]. (1987).

Shimp, T.A.; Sharma, S.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 240-243.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

## Exhibitionism, part of Narcissistic personality inventory. [NPI]. (1988).

Raskin, R.; Terry, H.

IN: Bruner, G. Č., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 244-245.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

#### Experiential Response to Music. (1988).

Mizerski, R.; Pucely, M.J.; Perrewe, P.; Baldwin, L.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 246.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

# Exploitativeness, part of Narcissistic personality inventory. [NPI]. (1988).

Raskin, R.; Terry, H.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 247-248.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

#### TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Exploratory consumer tendencies. (1995).

Menon, S.; Kahn, B.E.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 249-251.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

# External search (friends' advice). (1997).

Putrevu, S.; Ratchford, B.T.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 252.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

## Exuberance. (1985).

Asmus, E.P.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 253-254.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

## Familiarity of Purchase Situation. (1997).

Shapiro, S.; MacInnis, D.J.; Heckler, S.E.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 255-256.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

#### Family meal importance. (1997).

Putrevu, S.; Ratchford, B.T.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 257.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

# Family resources (intangible). (1997).

Rindfleisch, A.; Burroughs, J.E.; Denton, F.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 258-259.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

#### TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Family resources (tangible). (1997).

Rindfleisch, A.; Burroughs, J.E.; Denton, F.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A

Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association.

Page(s) 260-261.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

# Family stressors. (1997).

Rindfleisch, A.; Burroughs, J.E.; Denton, F.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 262-263.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

#### Fanaticism. (1996).

Wakefield, K.L.; Barnes, J.H.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 264.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

## Fashion consciousness. (1986, 1995).

Sproles, G.B.; Kendall, E.L.; Shim, S.; Gehrt, K.C.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 265.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

# Fear. (1996).

Keller, P.A.; Block, L.G.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 266.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

#### Financial health. (1995).

Mittal, B.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 267.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

#### TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Flattery. (1995).

Howard, D.J.; Gengler, C.; Jain, A.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 268.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

## Frustration. (1994).

Taylor, S.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 269.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

#### Glamorous. (1994).

Pechmann, C.; Ratneshwar, S.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 270.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

## Grandiosity. (1985).

Robbins, S.B.; Patton, M.J.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 271-272.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

#### Grocery market knowledge. (1997).

Putrevu, S.; Ratchford, B.T.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 273.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

## Grocery market knowledge (price). (1996).

Urbany, J.E.; Dickson, P.R.; Kalapurakal, R.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 274.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

#### TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Grocery market knowledge (specialty departments). (1996).

Urbany, J.E.; Dickson, P.R.; Kalapurakal, R.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 275.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

## Helplessness. (1988).

Holbrook, M.B.; Batra, R.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 276.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

#### Heroic. (1985).

Asmus, E.P.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 277-278.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

# Homemaker pride. (1994).

Mittal, B.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 279.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

#### Identification with organization. (1988).

Mael, F.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 280-281.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

#### Imagery quantity. (1997).

Babin, L.A.; Burns, A.C.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 282.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

#### TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Imaginal Response to Music. (1994).

Lacher, K.T.; Mizerski, R.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 283-284.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

# Imaginary audience. (1997).

Schoenbachler, D.D.; Whittler, T.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 285-288.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

# Impulse buying. (1995).

Rook, D.W.; Fisher, R.J.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 289-290.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

## Impulse buying. (1996).

Donthu, N.; Gilliland, D.I.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 291.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

# Impulse buying. (1993).

Weun, S.; Jones, M.A.; Beatty, S.E.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 292-293.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

#### Impulse buying. (1986, 1995).

Sproles, G.B.; Kendall, E.L.; Shim, S.; Gehrt, K.C.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 294.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

#### TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Impulse buying (music). (1986, 1995).

Sproles, G.B.; Kendall, E.L.; Shim, S.; Gehrt, K.C.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 295.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Innovativeness. (1996).

Donthu, N.; Gilliland, D.I.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 296.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Innovativeness (domain specific). (1991).

Goldsmith, R.E.; Hofacker, C.F.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 297-299.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Intellectual environment. (1994).

Halstead, D.; Hartman, D.; Schmidt, S.L.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 300.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Intention to Use Credit Card. (1997).

Sirgy, M.J.; Grewal, D.; Mangleburg, T.F.; Park, J.O.; Chon, K.S.; Claiborne, C.B.; Johar, J.S.; Berkman, H.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 301.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Interpersonal influence susceptibility, Consumer susceptibility tointerpersonal influence. [CSII]. (1989).

Bearden, W.O.; Netemeyer, R.G.; Teel, J.E.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 302-304.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Intolerance for Ambiguity. (1962).

Budner, S.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 305-306.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Involvement (cents off offers). (1995).

Lichtenstein, D.R.; Burton, S.; Netemeyer, R.G.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 307-308.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Involvement (contests/sweepstakes). (1995).

Lichtenstein, D.R.; Burton, S.; Netemeyer, R.G.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 309-310.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Involvement (coupons). (1990).

Lichtenstein, D.R.; Burton, S.; Netemeyer, R.G.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 311-313.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Involvement (coupons). (1994).

Tat, P.K.; Bejou, D.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 314.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Involvement (coupons). (1994).

Mittal, B.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 315.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Involvement (coupons). (1997).

Putrevu, S.; Ratchford, B.T.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 316.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Involvement (ego). (1994).

Neese, W.T.; Taylor, R.D.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 317.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Involvement (End of Aisle Displays). (1995).

Lichtenstein, D.R.; Burton, S.; Netemeyer, R.G.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 318-319.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Involvement (enduring). (1985).

Zaichkowsky, J.L.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 320-323.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Involvement (environment). (1995).

Schuhwerk, M.E.; Lefkoff-Hagius, R.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 324.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Involvement (experimental task). (1996).

Pham, M.T.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 325.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Involvement (premiums). (1995).

Lichtenstein, D.R.; Burton, S.; Netemeyer, R.G.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 326-327.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Involvement (product class). (1994).

Beatty, S.E.; Talpade, S.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 328-329.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Involvement (product class). (1996).

van Trijp, H.C.M.; Hoyer, W.D.; Inman, J.J.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 330.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Involvement (product class). (1997).

Moorthy, S.; Ratchford, B.T.; Talukdar, D.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 331.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Involvement (product related pleasure). (1990).

Jain, K.; Srinivasan, N.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 332-333.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Involvement (product related relevance). (1990).

Jain, K.; Srinivasan, N.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 334-335.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Involvement (product related risk importance). (1990).

Jain, K.; Srinivasan, N.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 336-337.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Involvement (product related risk probability). (1990).

Jain, K.; Srinivasan, N.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 338-339.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Involvement (product related sign). (1990).

Jain, K.; Srinivasan, N.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 340-341.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Involvement (rebates). (1995).

Lichtenstein, D.R.; Netemeyer, R.G.; Burton, S.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 342-343.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Involvement (sales promotion deals). (1995).

Lichtenstein, D.R.; Netemeyer, R.G.; Burton, S.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 344-345.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Involvement (sales). (1993).

Lichtenstein, D.R.; Ridgway, N.M.; Netemeyer, R.G.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 346-347.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Involvement (situational). (1990).

Lichtenstein, D.R.; Netemeyer, R.G.; Burton, S.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association.

Page(s) 348-349.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Involvement (televised soccer game). (1995).

Tavassoli, N.T.; Shultz II, C. J.; Fitzsimons, G.J.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 350-351.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Involvement (two for one deals). (1995).

Lichtenstein, D.R.; Netemeyer, R.G.; Burton, S.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 352-353.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Justice (distributive). (1997).

Blodgett, J.G.; Hill, D.J.; Tax, S.S.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 354-355.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Justice (interactional). (1997).

Blodgett, J.G.; Hill, D.J.; Tax, S.S.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 356-357.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Justice (procedural). (1997).

Blodgett, J.G.; Hill, D.J.; Tax, S.S.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 358-359.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Knowledge (cars). (1991).

Srinivasan, N.; Ratchford, B.T.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 360-361.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Knowledge (product class). (1994).

Park, C.W.; Mothersbaugh, D.L.; Feick, L.F.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 362.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Knowledge (product class). (1994).

Beatty, S.E.; Talpade, S.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 363.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Knowledge (product class). (1996).

Flynn, L.R.; Goldsmith, R.E.; Eastman, J.K.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 364-365.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Love (romantic). (1997).

Richins, M.L.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 366.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Love (tender). (1997).

Richins, M.L.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 367.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Loyalty (organizational). (1996).

Zeithaml, V.A.; Berry, L.L.; Parasuraman, A.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 368-369.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

## Loyalty proneness. (1986, 1995).

Sproles, G.B.; Kendall, E.L.; Shim, S.; Gehrt, K.C.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 370.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

## Market maven. (1987).

Feick, L.F.; Price, L.L.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 371-372.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

## Marriage role attitude. (1950).

Jacobson, A.H.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 373-374.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

#### Materialism (centrality). (1990).

Richins, M.L.; Dawson, S.A.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 375-377.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

#### Materialism (happiness). (1990).

Richins, M.L.; Dawson, S.A.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 378-379.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

#### TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Materialism (student). (1994).

Brand, J.E.; Greenberg, B.S.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 380.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

## Materialism (success). (1990).

Richins, M.L.; Dawson, S.A.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 381-383.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

#### Mood. (1995).

Howard, D.J.; Gengler, C.; Jain, A.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 384.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

# Mood (global). (1993).

Swinyard, W.R.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 385-386.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

#### Need for Cognition. (1984).

Cacioppo, J.T.; Petty, R.E.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 387-389.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

#### Need to Reexperience Music. (1994).

Lacher, K.T.; Mizerski, R.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 390.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

#### TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Normative evaluation. (1995).

Rook, D.W.; Fisher, R.J.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 391-392.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Normativeness of Situation (Sending Card). (1996).

Houston, M.B.; Walker, B.A.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 393.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Nostalgia proneness. (1993).

Holbrook, M.B.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 394-395.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Opinion leadership (domain specific). (1996).

Flynn, L.R.; Goldsmith, R.E.; Eastman, J.K.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 396-397.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Opinion leadership (domain specific). (1986).

Childers, T.L.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 398-400.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Opinion seeking (domain specific). (1996).

Flynn, L.R.; Goldsmith, R.E.; Eastman, J.K.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 401-402.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Optimism. (1997).

Richins, M.L.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 403.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Ordering Option Beliefs (Ease of Use). (1994).

Dabholkar, P.A.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 404-405.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Ordering option beliefs (fun). (1994).

Dabholkar, P.A.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 406-407.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Ordering option beliefs (performance). (1994).

Dabholkar, P.A.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 408-409.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Organizational prestige. (1988, 1995).

Mael, F.; Bhattacharya, C.B.; Rao, H.; Glynn, M.A.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 410.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Participation. (1997).

Bettencourt, L.A.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 411.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_compilations">https://archive.org/details/TMSS\_compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Patriotism/conservatism. (1995).

Sharma, S.; Shimp, T.A.; Shin, J.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 412-413.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Attitude Toward the Ad (Claim). (1995).

Derbaix, C.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 414-413.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Performance (service provider). (1995).

Price, L.L.; Arnould, E.J.; Tierney, P.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 414-415.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Personal fable coping response (drug usage). (1996).

Schoenbachler, D.D.; Whittler, T.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 416-417.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Pleasantness. (1995).

Broach, V.C., J.r.; Page Jr, T.J.; Wilson, R.D.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 418-419.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Pleasure. (1974).

Mehrabian, A.; Russell, J.A.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 420-422.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Pleasure. (1995).

Darden, W.R.; Babin, B.J.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 423.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Pleasure. (1995).

Babin, B.J.; Darden, W.R.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 423.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Prepurchase planning (grocery shopping). (1992).

Putrevu, S.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 424.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Pressures to be Thin. (1995).

Netemeyer, R.G.; Burton, S.; Lichtenstein, D.R.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 425.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Price consciousness. (1996).

Shin, S.; Gehrt, K.C.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 426.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Price dispersion (grocery stores). (1996).

Urbany, J.E.; Dickson, P.R.; Kalapurakal, R.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 427.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Price dispersion (grocery stores/products). (1997).

Putrevu, S.; Ratchford, B.T.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 428-429.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

# Price perception. (1995).

Folker, V.; Wheat, R.D.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 430.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

#### Price consciousness. (1995).

Folker, V.; Wheat, R.D.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 431-433.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

## Price prestige relationship. (1993).

Lichtenstein, D.R.; Ridgway, N.M.; Netemeyer, R.G.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 434-435.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

#### Product evaluation. (1994).

Lim, J.S.; Darley, W.K.; Summers, J.O.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 436-437.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

#### Product evaluation. (1996).

Meyers-Levy, J.; Peracchio, L.A.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 438-439.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

#### TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Product evaluation (beverage). (1997).

Meyers-Levy, J.; Tybout, A.M.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 440-441.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

## Product evaluation (camera). (1996).

Malaviya, P.; Kisielius, J.; Sternthal, B.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 442-443.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

### Product evaluation (food). (1997).

Meyers-Levy, J.; Tybout, A.M.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 444.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

# Product evaluation (food). (1994).

Park, C.W.; Mothersbaugh, D.L.; Feick, L.F.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 445-446.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

## Product experience. (1994).

Park, C.W.; Mothersbaugh, D.L.; Feick, L.F.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 447.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

#### Product experience. (1996).

Griffin, M.; Babin, B.J.; Attaway, J.S.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 448.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

#### TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Program liking. (1992).

Murray Jr, J.P.; Lastovicka, J.L.; Singh, S.N.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 449.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

## Program reality. (1996).

Murray Jr, J.P.; Dacin, P.A.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 450.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

### Program relevance. (1996).

Murray Jr, J.P.; Dacin, P.A.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 451.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

### Provision of Extras (Service Provider). (1995).

Price, L.L.; Arnould, E.J.; Tierney, P.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 452.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

#### Purchase intention. (1994).

Putrevu, S.; Lord, K.R.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 453.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

#### Purchase intention. (1977).

Baker, M.J.; Churchill Jr., G.A.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 454-456.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

#### TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Purchase intention (service). (1994).

Taylor, S.A.; Baker, T.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 457.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Purchase involvement (affective). (1987).

Ratchford, B.T.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 458-459.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Purchase involvement (cognitive). (1987).

Ratchford, B.T.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 460-461.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Quality (apartment). (1997).

Urbany, J.E.; Bearden, W.O.; Kaicker, A.; Smith de Borrero, M.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 462.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Quality consciousness. (1996).

Shim, S.; Gehrt, K.C.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 463.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Quality of Service Environment (Stadium). (1996).

Wakefield, K.L.; Barnes, J.H.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 464.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Rage. (1994).

Lacher, K.T.; Mizerski, R.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 465-466.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

## Repatronage intentions. (1997).

Blodgett, J.G.; Hill, D.J.; Tax, S.S.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 467-468.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

### Resource expenditures. (1995).

Darden, W.R.; Babin, B.J.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 469.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

# Response difficulty. (1995).

Menon, G.; Raghubir, P.; Schwartz, N.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 470.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

## Responsiveness to Patient Requests (Medication). (1995).

Petroshius, S.M.; Titus, P.A.; Hatch, K.J.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 471.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

#### Risk (financial). (1982).

Shimp, T.A.; Bearden, W.O.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 472-473.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

#### TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_compilations">https://archive.org/details/TMSS\_compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Risk (performance). (1982).

Shimp, T.A.; Bearden, W.O.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 474-475.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Risk attraction. (1996).

Griffin, M.; Babin, B.J.; Attaway, J.S.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 476.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Risk aversion. (1996).

Donthu, N.; Gilliland, D.I.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 477.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Risk aversion. (1997).

Moorthy, S.; Ratchford, B.T.; Talukdar, D.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 478.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Sadness. (1994).

Lacher, K.T.; Mizerski, R.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 479-480.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Sadness. (1997).

Nyer, P.U.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 481.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Salesperson listening (evaluating). (1997).

Ramsey, R.P.; Sohi, R.S.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 482-483.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Salesperson listening (responding). (1997).

Ramsey, R.P.; Sohi, R.S.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 484.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Salesperson listening (sensing). (1997).

Ramsey, R.P.; Sohi, R.S.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 485.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Salesperson typicality manipulation. (1995).

Babin, B.J.; Boles, J.S.; Darden, W.R.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 486.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Satisfaction (generalized). (1996).

Spreng, R.A.; Mackroy, R.D.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 487-488.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Satisfaction (generalized). (1987, 1990, 1996).

Crosby, L.A.; Stephens, N.; Eroglu, S.A.; Machleit, K.A.; Spreng, R.A.; MacKenzie, S.B.; Olshavsky, R.W.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 489-490.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Satisfaction (generalized). (1981, 1991).

Westbrook, R.A.; Oliver, R.L.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 491-493.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Satisfaction (global). (1994).

Taylor, S.A.; Baker, T.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 494.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Satisfaction (with Activity). (1991).

Fisher, R.J.; Price, L.L.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 495-496.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Satisfaction (with Health Club). (1994).

Kelley, S.W.; Davis, M.A.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 497.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Satisfaction (with Hospital). (1996).

Dube, L.; Morgan, M.S.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 498.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Satisfaction (with Salesperson). (1997).

Ramsey, R.P.; Sohi, R.S.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 499.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Satisfaction (with Server). (1997).

Winsted, K.F.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 500-501.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Satisfaction (with Store). (1997).

Bettencourt, L.A.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 502.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Satisfaction (with University Selection). (1993, 1994).

Boulding, W.; Kalra, A.; Staelin, R.; Zeithaml, V.A.; Halstead, D.; Hardman, D.; Schmidt, S.L.; Mano, H.; Oliver, R.L.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 503.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Self actualization. (1986).

Jones, A.; Crandall, R.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 504-505.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Self esteem. (1965, 1992).

Rosenberg, M.I.; Richins, M.L.; Dawson, S.A.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 506-508.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a> MAY BE AVAILABLE ONLINE AT:

http://www.bsos.umd.edu/socy/grad/socpsy\_rosenberg.html

Self esteem. (1994).

Boush, D.M.; Friestad, M.; Rose, G.M.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 509.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Self esteem (appearance). (1991).

Heatherton, T.F.; Polivy, J.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 510-511.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Self image congruence. (1997).

Sirgy, M.J.; Grewal, D.; Mangleburg, T.F.; Park, J.O.; Chon, K.S.; Claiborne, C.B.; Johar, J.S.; Berkman, H.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 512-513.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Self image congruence (college major). (1997).

Sirgy, M.J.; Grewal, D.; Mangleburg, T.F.; Park, J.O.; Chon, K.S.; Claiborne, C.B.; Johar, J.S.; Berkman, H.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 514-515.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Self Image Congruence (Focal verses Referent Brand). (1997).

Sirgy, M.J.; Grewal, D.; Mangleburg, T.F.; Park, J.O.; Chon, K.S.; Claiborne, C.B.; Johar, J.S.; Berkman, H.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 516-517.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Self sufficiency. (1988).

Raskin, R.; Terry, H.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 518-519.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Selling Orientation/Customer Orientation (Customer's Perception of Specific Salesperson. (1982).

Saxe, R.; Weitz, B.A.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 520-521.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Selling Orientation/Customer Orientation (Customer's Perception of Salespeople in General. (1982).

Saxe, R.; Weitz, B.A.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 522-524.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Sensation seeking; v.2, pg. 594-596. (1992).

Steenkamp, J.E.M.; Baumgartner, H.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 525-528.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Server encounter behavior (authenticity). (1997).

Winsted, K.F.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 529.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Server encounter behavior (civility). (1997).

Winsted, K.F.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 530-531.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Server encounter behavior (congeniality). (1997).

Winsted, K.F.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 532-533.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Server encounter behavior (conversation). (1997).

Winsted, K.F.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 534-535.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Server encounter behavior (personalization). (1997).

Winsted, K.F.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 536-537.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Server encounter behavior (responsiveness). (1997).

Winsted, K.F.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 538-539.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Service evaluation (airline cabin condition). (1994).

Taylor, S.; Claxton, J.D.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 540.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Service evaluation (airline check in). (1994).

Taylor, S.; Claxton, J.D.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 541.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Service evaluation (airline meal). (1994).

Taylor, S.; Claxton, J.D.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 542.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Service evaluation (general airline flight). (1994).

Taylor, S.; Claxton, J.D.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 543.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Service quality. (1994).

Baker, J.; Grewal, D.; Parasuraman, A.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 544.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Service quality (assurance) part of SERVQUAL. (1994).

Parasuraman, A.; Zeithaml, V.A.; Berry, L.L.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 545-547.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Service quality (assurance) part of SERVQUAL. (1988).

Parasuraman, A.; Zeithaml, V.A.; Berry, L.L.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 548-549.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Service quality (convenience). (1994).

Andaleeb, S.S.; Basu, A.K.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 550.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Service quality (empathy) part of SERVQUAL. [SERVQUAL]. (1994).

Parasuraman, A.; Zeithaml, V.A.; Berry, L.L.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association.

Page(s) 551-553.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Service quality (empathy) part of SERVQUAL. [SERVQUAL]. (1994).

Parasuraman, A.; Zeithaml, V.A.; Berry, L.L.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 554-555.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Service quality (empathy). (1994).

Andaleeb, S.S.; Basu, A.K.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 556-557.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Service quality (employees). (1996).

Hartline, M.D.; Ferrell, O.C.; Bush, R.P.; Bush, A.J.; Ortinau, D.J.; Hair Jr., J.F.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 558-559.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Service quality (fairness). (1994).

Andaleeb, S.S.; Basu, A.K.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 560.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Service quality (global). (1994).

Taylor, S.A.; Baker, T.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 561.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Service quality (global). (1996).

Spreng, R.A.; Mackroy, R.D.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 562.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Service quality (health club). (1994).

Kelley, S.W.; Davis, M.A.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 563-564.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Service Quality (Personal Interaction of Retailer). (1996).

Dabholkar, P.A.; Thorpe, D.I.; Rentz, J.O.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 565-566.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Service Quality (Reliability of Retailer). (1994).

Dabholkar, P.A.; Thorpe, D.I.; Rentz, J.O.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 565-566.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Service quality (personalization). (1996).

Mittal, B.; Lassar, W.M.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 567-568.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Service Quality (Physical Aspects of Retailer). (1996).

Dabholkar, P.A.; Thorpe, D.I.; Rentz, J.O.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 569-570.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Service Quality (Reliability of Retailer). (1996).

Dabholkar, P.A.; Thorpe, D.I.; Rentz, J.O.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association.

Page(s) 571-572.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Service quality (reliability) part of SERVQUAL. (1994).

Parasuraman, A.; Zeithaml, V.A.; Berry, L.L.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 573-575.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Service quality (reliability) part of SERVQUAL. (1994).

Parasuraman, A.; Zeithaml, V.A.; Berry, L.L.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 576-578.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Service quality (reliability). (1994).

Andaleeb, S.S.; Basu, A.K.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 579.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Service quality (responsiveness) part of SERVQUAL. (1994).

Parasuraman, A.; Zeithaml, V.A.; Berry, L.L.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 580-582.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Service quality (responsiveness) part of SERVQUAL. (1994).

Parasuraman, A.; Zeithaml, V.A.; Berry, L.L.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 583-585.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Service quality (responsiveness). (1994).

Andaleeb, S.S.; Basu, A.K.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 586.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Service quality (retailer policy). (1996).

Dabholkar, P.A.; Thorpe, D.I.; Rentz, J.O.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 587-588.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Service quality (retailer problem solving). (1996).

Dabholkar, P.A.; Thorpe, D.I.; Rentz, J.O.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 589.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Service quality (tangibles) part of SERVQUAL. (1994).

Parasuraman, A.; Zeithaml, V.A.; Berry, L.L.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 590-592.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Service quality (tangibles) part of SERVQUAL. (1994).

Parasuraman, A.; Zeithaml, V.A.; Berry, L.L.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 593-595.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Service recovery expectations (health club). (1994).

Kelley, S.W.; Davis, M.A.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 596-598.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Shame. (1997).

Richins, M.L.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 599.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

# Shopping convenience. (1996).

Donthu, N.; Gilliland, D.I.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 600.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

### Shopping enjoyment. (1996).

Donthu, N.; Gilliland, D.I.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 601-602.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

# Shopping enjoyment. (1996).

Shim, S.; Gehrt, K.C.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 603.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

#### Shopping enjoyment (grocery). (1996).

Urbany, J.E.; Dickson, P.R.; Kalapurakal, R.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 604.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

## Shopping enjoyment (grocery). (1997).

Putrevu, S.; Ratchford, B.T.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 605.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

#### TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_compilations">https://archive.org/details/TMSS\_compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Shopping orientation (acquisition). (1985, 1994).

Roy, A.; Westbrook, R.A.; Black, W.C.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 606.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Shopping orientation (recreation). (1985).

Westbrook, R.A.; Black, W.C.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 607.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Shopping value (hedonic). (1994).

Babin, B.J.; Darden, W.R.; Griffin, M.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 608-609.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Shopping value (utilitarian). (1994).

Babin, B.J.; Darden, W.R.; Griffin, M.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 610-611.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Skepticism. (1988).

Holbrook, M.B.; Batra, R.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 612.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Skin cancer knowledge. (1995).

Block, L.G.; Keller, P.A.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 613.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Skin lotion beliefs. (1995).

Muthukrishnan, A.V.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 614.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

### Smartness. (1994).

Pechmann, C.; Ratneshwar, S.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 615.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Social desirability bias, Marlowe-Crowne. (1960).

Crowne, D.P.; Marlowe, D.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 616-619.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

## Status concern. (1957).

Kaufman, W.C.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 620-621.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

#### Status consumption. (1993).

Kilsheimer, J.C., (Eastman).

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 622-623.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

#### Store design. (1994).

Baker, J.; Grewal, D.; Parasuraman, A.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 624.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

#### TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Store image (pleasantness). (1994).

Baker, J.; Grewal, D.; Parasuraman, A.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 625.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Store personnel (quantity & quality). (1993).

Baker, J.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 626-627.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Superiority part of the Narcissistic personality inventory. [NPI]. Salespeople in General. (1982).

Raskin, R.; Terry, H.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 628.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Supply control (electricity). (1997).

Osterhus, T.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 629.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Support for Customers. (1997).

Bettencourt, L.A.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 630-631.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Time pressure. (1994).

Mittal, B.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 632.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Time pressure (grocery shopping). (1997).

Putrevu, S.; Ratchford, B.T.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 633.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

## Transaction utility. (1997).

Urbany, J.E.; Bearden, W.O.; Kaicker, A.; Smith de Borrero, M.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 634.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

### Trust in Salesperson. (1997).

Ramsey, R.P.; Sohi, R.S.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 635.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

## Trust in Source's Position Toward the Environment. (1997).

Osterhus, T.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 636-637.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

#### Understanding. (1995).

Price, L.L.; Arnould, E.J.; Tierney, P.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 638.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

# Value (Ability to Judge). (1997).

Putrevu, S.; Ratchford, B.T.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 639.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

#### TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Value (offer). (1988).

Urbany, J.E.; Bearden, W.O.; Weilbaker, D.C.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 640-641.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Value (offer). (1980, 1988).

Berkowitz, E.N.; Walton, J.R.; Burton, S.; Lichtenstein, D.R.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 642-644.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Value (offer). (1996).

Wakefield, K.L.; Barnes, J.H.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 645.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Value consciousness. (1994).

Donthu, N.; Cherian, J.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 646.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Vanity (achievement concern). (1995).

Netemeyer, R.G.; Burton, S.; Lichtenstein, D.R.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 647-648.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Vanity (achievement view). (1995).

Netemeyer, R.G.; Burton, S.; Lichtenstein, D.R.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 649-650.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Vanity (physical concern). (1995).

Netemeyer, R.G.; Burton, S.; Lichtenstein, D.R.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 651-652.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Vanity (physical view). (1995).

Netemeyer, R.G.; Burton, S.; Lichtenstein, D.R.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 653-654.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Variety seeking tendency. (1996).

Donthu, N.; Gilliland, D.I.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 655.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Variety seeking tendency (entertainment). (1996).

Wakefield, K.L.; Barnes, J.H.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 656.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Word of Mouth Intentions (Negative). (1997).

Blodgett, J.G.; Hill, D.J.; Tax, S.S.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 657-658.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Worry part of CES Consumption emotion set. (1997).

Richins, M.L.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 659.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Ad avoidance (magazines). (1997).

Speck, P.S.; Elliot, M.T.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 663.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Ad avoidance (newspapers). (1997).

Speck, P.S.; Elliot, M.T.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 664.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Ad avoidance (radio). (1997).

Speck, P.S.; Elliot, M.T.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 665.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Ad avoidance (television). (1997).

Speck, P.S.; Elliot, M.T.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 666.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Ad Copy/Ad Picture (Ease of Relating). (1997).

Peracchio, L.A.; Meyers-Levy, J.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 667.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Ad copy/ad picture (relevance). (1997).

Peracchio, L.A.; Meyers-Levy, J.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 668.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Ad credibility. (1994).

Putrevu, S.; Lord, K.R.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 669.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Ad credibility (claim). (1994).

Kent, R.J.; Allen, C.T.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 670.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Ad medium effectiveness (enthusiasm). (1997).

King, K.W.; Reid, L.N.; Morrison, M.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 671.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Ad medium effectiveness (sales impact). (1997).

King, K.W.; Reid, L.N.; Morrison, M.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 672.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Ad medium effectiveness (sales representatives). (1997).

King, K.W.; Reid, L.N.; Morrison, M.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 673.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Ad medium effectiveness (targeting). (1997).

King, K.W.; Reid, L.N.; Morrison, M.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 674.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_compilations">https://archive.org/details/TMSS\_compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Ad medium effectiveness (versatility). (1997).

King, K.W.; Reid, L.N.; Morrison, M.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 675.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Ad message involvement. (1994).

Ha, L.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 676.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Ad size manipulation. (1995).

Homer, P.M.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 677.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Affective Response to Ad (Fear). (1996).

Keller, P.A.; Block, L.G.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 678.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Affective Response to Ad (Negative Feelings). (1987, 1988, 1996).

Edell, J.A.; Burke, M.C.; Madden, T.J.; Allen, C.T.; Twible, J.L.; Mooradian, T.A. IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 679-681.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Affective Response to Ad (Uneasy Feelings). (1990, 1996).

Goodstein, R.C.; Edell, J.A.; Moore, M.A.; Mooradian, T.A.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 682.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_compilations">https://archive.org/details/TMSS\_compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Affective Response to Ad (Upbeat Feelings). (1971).

Wells, W.D.; Leavitt, C.; McConville, M.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 683-685.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Affective Response to Ad (Warm Feelings). (1987).

Edell, J.A.; Burke, M.C.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 686-687.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Argument strength. (1991, 1995, 1996).

Lord, K.R.; Lee, M.; Sauer, P.L.; Pham, M.T.; Whittler, T.E.; DiMeo, J.; Zhang, Y. IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 688-689.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Arousal (energy) part of the Activation deactivation checklist. (1978).

Thayer, R.E.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 690-691.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Arousal (tension) part of the Activation deactivation checklist. (1978).

Thayer, R.E.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 692-693.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Attitude toward advertising. (1996).

Donthu, N.; Gilliland, D.I.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 694.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Attitude Toward Advertising of Cosmetic Pharmaceuticals. (1995).

Petroshius, S.M.; Titus, P.A.; Hatch, K.J.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 695-696.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Attitude toward advertising (overall). (1987).

Muehling, D.D.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 697-698.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Attitude toward advertising (vehicle specific). (1996).

Ha. L.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 699.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Attitude toward direct marketing. (1996).

Donthu, N.; Gilliland, D.I.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 700.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Attitude Toward Pharmaceutical Advertising to Consumers. (1995).

Petroshius, S.M.; Titus, P.A.; Hatch, K.J.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 701.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Attitude Toward Pharmaceutical Advertising to Physicians. (1995).

Petroshius, S.M.; Titus, P.A.; Hatch, K.J.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 702.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Attitude toward political ad (credibility). (1997).

Pinkleton, B.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 703.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Attitude toward political ad (relevance). (1997).

Pinkleton, B.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 704.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Attitude toward public service announcement. (1996).

Schoenbachler, D.D.; Whittler, T.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 705.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Attitude Toward Sex in Advertising. (1994).

Treise, D.; Weigold, M.F.; Conna, J.; Garrison, H.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 706.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Attitude Toward the Ad. (1987, 1994).

Neese, W.T.; Taylor, R.D.; Holmes, J.H.; Crocker, K.E.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 707-708.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Attitude Toward the Ad. (1995).

Kamp, E.; MacInnis, D.J.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 709.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Attitude Toward the Ad (Affective Component). (1985, 1986, 1988, 1989, 1991, 1996, 1997).

Kilbourne, W.E.; Painton, S.; Ridley, D.; Laczniak, R.N.; Muehling, D.D.; Okechuku, C.; Wang, G.; Olney, T.J.; Holbrook, M.B.; Petroshius, S.M.; et al.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 710-714.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Attitude Toward the Ad (Cognitions). (1995).

Homer, P.M.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 715.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Attitude Toward the Ad (Cognitive Component). (1985, 1986, 1988, 1989, 1991, 1992, 1994, 1995).

Burton, S.; Lichtenstein, D.R.; Donthu, N.; Kilbourne, W.E.; Painton, S.; Ridley, D.; Lord, K.R.; Lee, M.S.; Sauer, P.L.; Miniard, P.W.; et al.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 716-719.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Attitude Toward the Ad (Humor). (1996).

Zhang, Y.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 720.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Attitude Toward the Ad (Nonclaim). (1995).

Derbaix, C.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 721.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Attitude Toward the Ad (Overall). (various).

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 721-729

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Attitude Toward the Ad (Unipolar). (1993).

Henthorne, T.; LaTour, M.S.; Nataraajan, R.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 730-731.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Attitude Toward the Ad (Uniqueness). (1995).

Homer, P.M.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 732.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Attitude Toward the Advertiser (Semantic Differential). (1987, 1989, 1996).

MacKenzie, S.B.; Lutz, R.J.; Muehling, D.D.; Simpson, P.M.; Horton, S.; Brown, G. IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 733-734.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Attitude Toward the Institution of Advertising. (1987).

Muehling, D.D.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 735-736.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Attitude Toward the Instruments of Advertising. (1980).

Sandage, C.H.; Leckenby, J.D.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 737-738.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Attitude Toward the TV Commercial. (1994).

Prasad, V.K.; Smith, L.J.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 739.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Attitude Toward TV Advertising (Disbelief in Ad Claims). (1994).

Boush, D.M.; Friestad, M.; Rose, G.M.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 740-741.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Attitude Toward TV Advertising (Frequency and Content). (1992).

Alwitt, L.F.; Prabhaker, P.R.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 742-743.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Attitude toward tv advertising (helpfulness). (1992).

Alwitt, L.F.; Prabhaker, P.R.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 744.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Attitude Toward TV Advertising (informational Benefits). (1994).

Boush, D.M.; Friestad, M.; Rose, G.M.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 745-746.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Attitude Toward TV Advertising (Mistrust of Advertiser Motives). (1994).

Boush, D.M.; Friestad, M.; Rose, G.M.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 747-748.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Attitude toward tv advertising (offensive). (1992).

Alwitt, L.F.; Prabhaker, P.R.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 749.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Attitude toward tv advertising (uninformative). (1992).

Alwitt, L.F.; Prabhaker, P.R.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 750-751.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

### Competitive ad influence. (1997).

Ha, L.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 752.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

### Credibility. (1995).

Block, L.G.; Keller, P.A.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 753.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

# Credibility (manufacturer). (1997).

Kirmani, A.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 754.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

### Ease of Ad Claim Substantiation. (1995).

Meyers-Levy, J.; Peracchio, L.A.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 755.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

### Emotional/rational appeal. (1995).

Stafford, M.R.; Day, E.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 756.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

### TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Emotional reaction (strength) part of the Differential emotions scale. [DES III]. (1979). Izard, C.E.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 757-758.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

# Emotional Reaction to Ad (Strength). (1996).

Moore, D.J.; Harris, W.D.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 759.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

### Endorser/product fit. (1997).

Sengupta, J.; Goodstein, R.C.; Boninger, D.S.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 760.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

# Endorser status. (1996).

Pham, M.T.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 761.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

### Expertise (source). (1992, 1994).

Tripp, C.; Jensen, T.; Carlson, L.; Netemeyer, R.G.; Bearden, W.O.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 762-763.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

### External search (advertised specials). (1997).

Putrevu, S.; Ratchford, B.T.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 764.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

### TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

External search (grocery related articles). (1997).

Putrevu, S.; Ratchford, B.T.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 765.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

# External search (quantity). (1997).

Moorthy, S.; Ratchford, B.T.; Talukdar, D.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 766.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

### Imagery elaboration. (1997).

Babin, L.A.; Burns, A.C.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 767.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

# Involvement (advertisement). (1994, 1995).

Lord, K.R.; Lee, M.; Sauer, P.L.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 768-769.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

### Involvement (advertisement). (1995).

Jahar, G.V.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 770-771.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

### Likeability (source). (1994).

Tripp, C.; Jensen, T.; Carlson, L.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 772.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

### TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Persuasiveness of brochure. (1997).

Block, L.G.; Keller, P.A.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 773-774.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Pharmaceutical Ad Influence on Prescription Drug Writing Habits. (1995).

Petroshius, S.M.; Titus, P.A.; Hatch, K.J.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 775.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Resource demands. (1997).

Keller, P.A.; Block, L.G.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 776.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Self /brand image congruity. (1995).

Kamp, E.; MacInnis, D.J.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 777.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Self referencing. (1995).

Burnkrant, R.E.; Unnava, H.R.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 778.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Source credibility (general). (1982).

Harmon, R.R.; Coney, K.A.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 779-780.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Source credibility (trustworthiness). (1989, 1990, 1991, 1994, 1996).

Bobinski Jr, G. S.; Cox, D.S.; Cox, A.D.; Lichtenstein, D.R.; Bearden, W.O.; Moore, D.J.;

Mowen, J.C.; Readen, R.; Ohanian, R.; Tripp, C.; et al.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 781-784.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

### Visual imaging. (1991).

Unnava, H.R.; Burnkrant, R.E.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 785.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

### Vividness. (1991).

Ellen, P.F.; Bone, P.S.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 786-787.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

### Vividness. (1997).

Keller, P.A.; Block, L.G.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 788.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

#### Absence of Bottom Line Orientation. (1994).

Oliver, R.L.; Anderson, E.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 791-792.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

# Acceptance (authority/direction). (1994).

Oliver, R.L.; Anderson, E.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 793.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

### TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_compilations">https://archive.org/details/TMSS\_compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Acceptance (performance reviews). (1994).

Oliver, R.L.; Anderson, E.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 794.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Acceptance (teamwork/cooperation). (1994).

Oliver, R.L.; Anderson, E.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 795.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Account loss attributions (external). (1996).

DeCarlo, T.E.; Leigh, T.W.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 796-797.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Account loss attributions (internal ability). (1996).

DeCarlo, T.E.; Leigh, T.W.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 798-799.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Account loss attributions (internal motivation). (1996).

DeCarlo, T.E.; Leigh, T.W.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 800-801.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Activity control (information). (1996).

Challagalla, G.N.; Shervani, T.A.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 802-803.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Activity control (punishments). (1996).

Challagalla, G.N.; Shervani, T.A.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 804-805.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

### Activity control (rewards). (1996).

Challagalla, G.N.; Shervani, T.A.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 806-807.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

### Adaptability (employee). (1996).

Hartline, M.D.; Ferrell, O.C.; Bush, R.P.; Bush, A.J.; Ortinau, D.J.; Hair Jr., J.F.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 808-809.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

# Adaptation (product). (1994).

Cavusgil, S.T.; Zou, S.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 810-811.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

### Adaptation (promotion). (1994).

Cavusgil, S.T.; Zou, S.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 812-813.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

### Anticipated effort (salesperson). (1997).

Brown, S.P.; Cron, W.L.; Slocum Jr, J.W.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 814.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

### TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Attitude Toward Salespeople in General. (1995).

Brown, S.P.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 815-816.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

### Attitude Toward the Product. (1995).

Brown, S.P.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 817-818.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

### Attitude Toward the Salesperson. (1995).

Brown, S.P.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 819-820.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

### Attraction (social). (1996).

DeCarlo, T.E.; Leigh, T.W.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 821-822.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

### Attraction (task). (1996).

DeCarlo, T.E.; Leigh, T.W.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 823-824.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

### Attractiveness (supplier). (1995).

Kumar, N.; Scheer, L.K.; Steenkamp, J.E.M.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 825-826.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

### TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Attractiveness (supplier). (1993).

Ping Jr, R.A.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 827-828.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

# Behavioral Intentions to Reciprocate. (1994).

Dorsch, M.J.; Kelley, S.W.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 829-830.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

### Brand positioning (quality). (1996).

Frazier, G.L.; Lassar, W.M.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 831.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

# Brand sales volume. (1996).

Frazier, G.L.; Lassar, W.M.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 832.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

### Capability control (information). (1996).

Challagalla, G.N.; Shervani, T.A.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 833-834.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

# Capability control (punishments). (1996).

Challagalla, G.N.; Shervani, T.A.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 835-836.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

### TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Capability control (rewards). (1996).

Challagalla, G.N.; Shervani, T.A.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 837-838.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

### Career success. (1995).

Anderson, E.; Robertson, T.S.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 839.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

### Centralization. (1968).

Aiken, M.; Hage, J.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 840.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

### Centralization. (1995).

Heide, J.B.; Weiss, A.M.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 841-842.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

### Centralization. (1984).

John, G.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 843-844.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

### Centralization (gasoline station decisions). (1995).

Dahlstrom, R.; Nygaard, A.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 845-846.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

### TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Centralization (new product decisions). (1997).

Ayers, D.; Dahlstrom, R.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 847-848.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

# Centralization (sales force). (1996).

Sohi, R.S.; Smith, D.C.; Ford, N.M.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 849-850.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Challenge California life goals evalution schedule security scale. (1966).

Hahn, M.E.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 851-852.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

# Character/motives (partner). (1997).

Smith, J.B.; Barclay, D.W.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 853-854.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

### Coercion (supplier's use). (1994).

Gassenheimer, J.B.; Ramsey, R.P.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 855.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

### Commitment (compliance). (1995).

Brown, J.R.; Lusch, R.F.; Nicholson, C.Y.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 856-857.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

### TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Commitment (Distributor to Relationship with Manufacturer). (1996).

Andaleeb, S.S.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 858-859.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

# Commitment (internalization). (1995).

Brown, J.R.; Lusch, R.F.; Nicholson, C.Y.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 860-861.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

# Commitment (new product success). (1997).

Song, X.M.; Parry, M.E.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 862-863.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

# Commitment (organizational). (1979).

Porter, L.W.; Steers, R.M.; Mowday, R.T.; Boulian, P.V.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 864-866.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

### Commitment (organizational). (1996).

Ganesan, S.; Weitz, B.A.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 867.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

# Commitment (organizational). (1984).

Meyer, J.P.; Allen, N.J.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 868-869.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

### TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Commitment to Export Venture. (1994).

Cavusgil, S.T.; Zou, S.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 870-871.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

# Commitment to Manufacturer. (1996).

Mohr, J.J.; Fisher, R.J.; Nevin, J.R.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 872.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

### Commitment to Private Label (Firm). (1995).

Anderson, E.; Robertson, T.S.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 873-874.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

# Commitment to Service Quality (Management). (1996).

Hartline, M.D.; Ferrell, O.C.; Bush, R.P.; Bush, A.J.; Ortinau, D.J.; Hair Jr., J.F.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 875-876.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

### Commitment to Supplier. (1995).

Kumar, N.; Scheer, L.K.; Steenkamp, J.E.M.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 877-878.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

#### Communication (formality). (1987).

Anderson, E.; Lodish, L.M.; Weitz, B.A.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 879-880.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

### TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Communication (information exchange). (1992, 1997).

Heide, J.B.; John, G.; Li, Z.G.; Dant, R.P.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 881-882.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Communication Bidirectionality (Marketing and Engineering). (1997).

Fisher, R.J.; Maltz, E.; Jaworski, B.J.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 883-884.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

### Communication quality. (1995).

Mohr, J.J.; Sohi, R.S.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 885-886.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

# Competitive intensity. (1977).

Khandwalla, P.N.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 887.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

### Competitive intensity. (1997).

Song, X.M.; Parry, M.E.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 888-889.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

### Conceptual utilization processes. (1995).

Moorman, C.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 890-891.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

### TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Conflict (interdepartmental). (1993).

Jaworski, B.J.; Kohli, A.K.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 892-893.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

# Conflict (supplier). (1995).

Kumar, N.; Scheer, L.K.; Steenkamp, J.E.M.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 894-895.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

#### Conflict (with Manufacturer). (1990).

Anderson, J.C.; Narus, J.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 896.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

# Conformity (Need for). (1967).

Jackson, D.N.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 897-898.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

### Confrontive coping. (1994).

Strutton, D.; Lumpkin, J.R.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 899-900.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

### Connectedness (interdepartmental). (1993).

Jaworski, B.J.; Kohli, A.K.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 901-902.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

### TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Contracting over roles (explicit). (1996).

Lusch, R.F.; Brown, J.R.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 903-904.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Contracting over roles (normative). (1996).

Lusch, R.F.; Brown, J.R.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 905-906.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Control (interpersonal). (1981).

Paulhus, D.L.; Christie, R.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 907-908.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Control (wholesaler over retailer) subscale. (1995).

Chatterjee, S.C.; Hyvonen, S.; Anderson, E.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 909-910.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Control system/goal differences (partner). (1997).

Smith, J.B.; Barclay, D.W.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 911-912.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Coordination (with Manufacturer). (1980).

Guiltinan, J.; Rejab, I.; Rodgers, W.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 913-914.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Coordination efforts (behavior based). (1996).

Celly, K.S.; Frazier, G.L.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 915-916.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Coordination efforts (outcome based). (1996).

Celly, K.S.; Frazier, G.L.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 917-918.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Corporate culture (communication openness). (1995).

Kitchell, S.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 919-920.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Corporate culture (flexibility). (1995).

Kitchell, S.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 921-922.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Corporate culture (future oriented). (1995).

Kitchell, S.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 923-924.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Corporate ethical values. [CEV]. (1989).

Hunt, S.D.; Wood, V.R.; Chonko, L.B.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 925-926.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Coworker competence. (1994).

Kohli, A.K.; Jaworski, B.J.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 927.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

# Creativity (marketing program). (1996).

Andrews, J.; Smith, D.C.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 928-929.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

### Cross functional integration. (1997).

Song, X.M.; Parry, M.E.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 930-931.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

# Cultural problems. (1997).

Bello, D.C.; Gilliland, D.I.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 932.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

# Customer orientation (soco). (1982).

Saxe, R.; Weitz, B.A.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 933-935.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

#### Decision difficulty. (1996).

DeCarlo, T.E.; Leigh, T.W.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 936-937.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

### TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Dependence (buyer). (1994).

Heide, J.B.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 938-939.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Dependence (Distributor on Manufacturer). (1996).

Andaleeb, S.S.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 940-941.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Dependence (Major Supplier on Wholesaler). (1996).

Lusch, R.F.; Brown, J.R.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 942-943.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Dependence (Retailer on Vendor). (1994).

Ganesan, S.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 944-945.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Dependence (Retailer's Perception of Vendor). (1994).

Ganesan, S.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 946-947.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Dependence (supplier). (1994).

Heide, J.B.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 948-949.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Dependence (Vendor on Retailer). (1994).

Ganesan, S.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 950-951.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Dependence (Vendor's Perception of Retailer). (1994).

Ganesan, S.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 952-953.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Dependence (Wholesaler on Major Supplier). (1996).

Lusch, R.F.; Brown, J.R.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 954-955.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Dependence on the Firm (Salesperson). (1995).

Anderson, E.; Robertson, T.S.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 956-957.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Directed problem solving. (1994).

Strutton, D.; Lumpkin, J.R.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 958-959.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Discretion usage (creative). (1996).

Kelley, S.W.; Longfellow, T.; Malehorn, J.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 960-961.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Discretion usage (deviant). (1996).

Kelley, S.W.; Longfellow, T.; Malehorn, J.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 962-963.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Discretion usage (routine). (1996).

Kelley, S.W.; Longfellow, T.; Malehorn, J.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 964-965.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Distribution intensity. (1996).

Frazier, G.L.; Lassar, W.M.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 966-967.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Dynamism (market). (1996).

Maltz, E.; Kohli, A.K.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 968-969.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Dynamism (marketing program). (1988).

Achrol, R.S.; Stern, L.S.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 970-971.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Dynamism (strategic unit). (1996).

Maltz, E.; Kohli, A.K.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 972-973.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Emotions (salesperson negative). (1995).

Bagozzi, R.P.; Baumgartner, H.; Pieters, R.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association.

Page(s) 976-977.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Emotions (salesperson positive). (1995).

Bagozzi, R.P.; Baumgartner, H.; Pieters, R.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 978-979.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Empowerment (employee). (1996).

Hartline, M.D.; Ferrell, O.C.; Bush, R.P.; Bush, A.J.; Ortinau, D.J.; Hair Jr., J.F.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 980-981.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Environmental dynamism (technical/market). (1986).

Miller, D.; Droge, C.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 982.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Environmental uncertainty. (1988, 1989, 1994, 1995, 1996).

Heide, J.B.; John, G.; Celly, K.S.; Frazier, G.L.; Ganesan, S.; Weitz, B.A.; Kumar, N.; Scheer, L.K.; Steenkamp, J.E.M.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 983-986.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Ethical climate. (1997).

Schwepker Jr, C.H.; Ferrell, O.C.; Ingram, T.N.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 987-988.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Ethics position questionnaire (idealism) part of Ethics perception questionnaire. [EPQ]. (1980).

Forsyth, D.R.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 989-990.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Ethics position questionnaire (relativism) part of Ethics perception questionnaire. [EPQ]. (1980).

Forsyth, D.R.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 991-992.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Evaluation (behavior based). (1990, 1996).

Hartline, M.D.; Ferrell, O.C.; Bush, R.P.; Bush, A.J.; Ortinau, D.J.; Hair Jr., J.F.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 993-994.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Exit intentions. (1993).

Ping Jr, R.A.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 995-996.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Experience (commissioning consulting). (1997).

Patterson, P.G.; Johnson, L.W.; Spreng, R.A.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 997-998.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Experience (distributor). (1996).

Celly, K.S.; Frazier, G.L.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 999.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Experience (with New Product). (1995).

Olson, E.M.; Walker Jr, O.C.; Ruekert, R.W.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1000-1001.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

### Expertise (salesperson). (1997).

Doney, P.M.; Cannon, J.P.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1002.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

# Export channel performance (economic). (1997).

Bello, D.C.; Gilliland, D.I.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1003-1004.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

# Export channel performance (selling). (1997).

Bello, D.C.; Gilliland, D.I.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1005-1006.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

### Export channel performance (strategic). (1997).

Bello, D.C.; Gilliland, D.I.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1007-1008.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

# Extent of Supervision. (1994).

Oliver, R.L.; Anderson, E.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1009-1010.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

### TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_compilations">https://archive.org/details/TMSS\_compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

External information source preference. (1994).

Oliver, R.L.; Anderson, E.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1011.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

### Fairness (distributive). (1995).

Kumar, N.; Scheer, L.K.; Steenkamp, J.E.M.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1012-1013.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

### Fairness (procedural). (1995).

Kumar, N.; Scheer, L.K.; Steenkamp, J.E.M.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1014-1015.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

# Fairness in Reward Allocation. (1997).

Netemeyer, R.G.; Boles, J.S.; McKee, D.O.; McMurrian, R.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1016-1017.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

### Familiarity (supplier's product market). (1996).

Celly, K.S.; Frazier, G.L.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1018-1019.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

#### Fanciful escapism. (1994).

Strutton, D.; Lumpkin, J.R.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1020-1021.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

### TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Feedback (coercive actions). (1996).

DeCarlo, T.E.; Leigh, T.W.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1022-1023.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

### Feedback (negative). (1994).

Sujan, H.; Weitz, B.A.; Kumar, N.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1024-1025.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

### Feedback (negative behavioral). (1994).

Kohli, A.K.; Jaworski, B.J.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1026-1027.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

# Feedback (nonpunitive actions). (1996).

DeCarlo, T.E.; Leigh, T.W.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1028-1029.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

### Feedback (positive). (1994).

Sujan, H.; Weitz, B.A.; Kumar, N.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1030-1031.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

#### Feedback (positive behavioral). (1994).

Kohli, A.K.; Jaworski, B.J.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1032-1033.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

### TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Feedback (positive output). (1994).

Kohli, A.K.; Jaworski, B.J.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1034-1035.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

# Feedback (self behavioral). (1994).

Kohli, A.K.; Jaworski, B.J.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1036.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

### Firm structure (coordination). (1986).

Miller, D.; Droge, C.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1037.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

# Firm structure (control systems). (1986).

Miller, D.; Droge, C.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1038.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

### Firm structure (decentralization). (1986).

Miller, D.; Droge, C.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1039.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

#### Firm structure (formalization).

Eastern Michigan University Center For Entrepreneurship.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1040.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

### TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Firm structure (product differentiation). (1988).

Miller, D.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1041.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

# Fixed commitments (receiving firm). (1995).

Robertson, T.S.; Eliashberg, J.; Rymon, T.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1042-1043.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

# Flexibility (Parties to Agreement). (1997).

Bello, D.C.; Gilliland, D.I.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1044-1045.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

# Flexibility (supplier relationship). (1996).

Dahlstrom, R.; McNeilly, K.M.; Speh, T.W.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1046-1047.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

# Forbearance from Opportunism. (1997).

Smith, J.B.; Barclay, D.W.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1048-1049.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

#### Formalization. (1995).

Heide, J.B.; Weiss, A.M.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1050.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

### TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Formalization. (1984).

John, G.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1051-1052.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Formalization (gasoline station decisions). (1995).

Dahlstrom, R.; Nygaard, A.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1053.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Formalization (manufacturer/dealer relationship). (1995).

Mohr, J.J.; Sohi, R.S.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1054.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Formalization (new product decisions). (1997).

Ayers, D.; Dahlstrom, R.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1055-1056.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Formalization (planning process). (1996).

Andrews, J.; Smith, D.C.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1057.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Formalization (sales force). (1996).

Sohi, R.S.; Smith, D.C.; Ford, N.M.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1058-1059.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Formalization (supplier relationship). (1996).

Dahlstrom, R.; McNeilly, K.M.; Speh, T.W.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association.

Page(s) 1060-1061.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Frequency of Contact with Salesperson. (1997).

Doney, P.M.; Cannon, J.P.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1062.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Good Ethics is Good Business. (1995).

Singhapakdi, A.; Kraft, K.L.; Vitell Jr, S.J.; Rallapalli, K.C.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1063-1064.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Hazard (customer loyalty). (1995).

Anderson, E.; Robertson, T.S.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1065.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Hazard (job mobility). (1995).

Anderson, E.; Robertson, T.S.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1066.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Identification (relative functional). (1997).

Fisher, R.J.; Maltz, E.; Jaworski, B.J.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1067-1068.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Indebtedness (toward salesperson). (1994).

Dorsch, M.J.; Kelley, S.W.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1069-1070.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Influence strategy (information exchange). (1995).

Venkatesh, R.; Kohli, A.K.; Zaltman, G.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1071-1072.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Influence strategy (legalistic pleas). (1995).

Venkatesh, R.; Kohli, A.K.; Zaltman, G.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1073-1074.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Influence strategy (promises). (1995).

Venkatesh, R.; Kohli, A.K.; Zaltman, G.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1075-1076.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Influence strategy (recommendations). (1995).

Venkatesh, R.; Kohli, A.K.; Zaltman, G.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1077-1078.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Influence strategy (requests). (1995).

Venkatesh, R.; Kohli, A.K.; Zaltman, G.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1079-1080.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Influence strategy (threats). (1995).

Venkatesh, R.; Kohli, A.K.; Zaltman, G.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1081-1082.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Information acquisition processes. (1995).

Moorman, C.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1083-1084.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Information exchange (major supplier to wholesaler), Supplier keeps wholesaler informed. [SINFO]. (1996).

Lusch, R.F.; Brown, J.R.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1085-1086.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Information exchange (supplier relationship). (1996).

Dahlstrom, R.; McNeilly, K.M.; Speh, T.W.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1087-1090.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Information search (purchasing). (1996).

Lusch, R.F.; Brown, J.R.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1091-1092.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Information Sharing (Distortion and Withholding). (1994).

Bunn, M.D.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1093.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Information sharing (functional). (1995).

Mohr, J.J.; Sohi, R.S.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1094-1095.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Information sharing (norms). (1997).

Fisher, R.J.; Maltz, E.; Jaworski, B.J.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1096.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Information transmission processes. (1995).

Mohr, J.J.; Sohi, R.S.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1097-1098.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Information Exchange (Wholesaler to Major Supplier). (1995).

Moorman, C.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1099-1098.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Information use (manager). (1995).

Moorman, C.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1099-1100.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Information Use (by Engineering). (1997).

Fisher, R.J.; Maltz, E.; Jaworski, B.J.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1101-1102.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Innovativeness (new product). (1997).

Gatignon, H.; Xuerub, J.M.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1103-1104.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

# Instrumental utilization processes. (1995).

Moorman, C.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1105-1106.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

### Intangible attribute certainty. (1995).

Smith, D.C.; Andrews, J.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1107-1108.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

# Intangible attribute fit. (1995).

Smith, D.C.; Andrews, J.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1109-1110.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

#### Integration (committees). (1994).

Germain, R.; Droge, C.; Daughterty, P.J.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1111-1112.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

#### Integration (mechanisms). (1994).

Germain, R.; Droge, C.; Daughterty, P.J.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1113-1114.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

#### TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Intent to Leave. (1996).

Good, L.K.; Page Jr, T.J.; Young, C.E.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association.

Page(s) 1115-1116.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Intention to Use Again. (1997).

Patterson, P.G.; Johnson, L.W.; Spreng, R.A.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1117-1118.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Interdependence (Engineering on Marketing). (1997).

Fisher, R.J.; Maltz, E.; Jaworski, B.J.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1119-1120.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Interdependence (Marketing on Engineering). (1997).

Fisher, R.J.; Maltz, E.; Jaworski, B.J.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1121-1122.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Interdependency (functional). (1995).

Olson, E.M.; Walker Jr, O.C.; Ruekert, R.W.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1123-1124.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Investment in Relationship. (1993).

Ping Jr, R.A.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1125-1126.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Investments (buyer). (1996).

Stump, R.L.; Heide, J.B.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1127-1128.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Investments (supplier). (1996).

Stump, R.L.; Heide, J.B.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1129-1130.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Involvement in Self and Surroundings (ISS). (1995).

Strutton, D.; Pelton, L.E.; Lumpkin, J.R.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1131-1132.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Job creativity. (1996).

Ganesan, S.; Weitz, B.A.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1133.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Job description index. [JDI]. (1969).

Smith, P.C.; Kendall, L.M.; Hulin, C.L.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1138-1138.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Job motivation (intrinsic). (1996).

Ganesan, S.; Weitz, B.A.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1139-1140.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Job risk taking. (1996).

Ganesan, S.; Weitz, B.A.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1141.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Judgment quality (partner). (1997).

Smith, J.B.; Barclay, D.W.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1142-1143.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Knowledge of Product/Customer. (1995).

Bello, D.C.; Gilliland, D.I.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1144-1145.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Knowledge of Product/Customer. (1995).

Bello, D.C.; Gilliland, D.I.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1146-1147.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Likeability (salesperson). (1997).

Doney, P.M.; Cannon, J.P.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1148.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Logistical services (level). (1996).

Dahlstrom, R.; McNeilly, K.M.; Speh, T.W.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1149-1150.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Long term Orientation (Retailer). (1994).

Ganesan, S.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1151-1152.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Long term Orientation (Vendor). (1994).

Ganesan, S.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1153-1154.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Machiavellianism (mach iv). (1970).

Christie, R.; Geis, F.L.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1155-1157.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Manipulation (by Salesperson). (1994).

Dorsch, M.J.; Kelley, S.W.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1158-1159.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Manufacturer control. (1996).

Mohr, J.J.; Fisher, R.J.; Nevin, J.R.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1160.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Market intelligence (new product). (1997).

Song, X.M.; Parry, M.E.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1161-1162.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Market intelligence quality (piq). (1996).

Maltz, E.; Kohli, A.K.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1163-1164.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

## Market intelligence use. (1996).

Maltz, E.; Kohli, A.K.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1165-1166.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

### Market orientation. (1996).

Pelham, A.M.; Wilson, D.T.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1167-1168.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

# Market potential. (1997).

Song, X.M.; Parry, M.E.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1169-1170.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

#### Market volatility. (1997).

Bello, D.C.; Gilliland, D.I.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1171-1172.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

## Marketing intelligence (dissemination) part. (1993).

Jaworski, B.J.; Kohi, A.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1173-1174.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

#### TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Marketing intelligence (generation) part. (1993).

Jaworski, B.J.; Kohi, A.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1175-1176.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

## Marketing mix problems. (1995).

Roth, M.S.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1177.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

### Mentoring Ability and Willingness. (1996).

Pullins, E.B.; Fine, L.M.; Warren, W.L.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1178-1179.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

# Middleman expenditures. (1995).

Bello, D.C.; Gilliland, D.I.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1180-1181.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

### Monitoring of Supplier. (1996).

Stump, R.L.; Heide, J.B.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1182.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

#### Motivation (extrinsic). (1994).

Oliver, R.L.; Anderson, E.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1183.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

#### TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Motivation (intrinsic). (1994).

Oliver, R.L.; Anderson, E.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1184.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Motivation to Plan Marketing (Intrinsic). (1996).

Andrews, J.; Smith, D.C.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1185-1186.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Motivational orientation (learning). (1994).

Sujan, H.; Weitz, B.A.; Kumar, N.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1187-1188.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Motivational orientation (performance). (1994).

Sujan, H.; Weitz, B.A.; Kumar, N.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1189-1190.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Negative avoidance. (1994).

Strutton, D.; Lumpkin, J.R.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1191-1192.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

New product development integration (engineering involvement). (1997).

Ayers, D.; Dahlstrom, R.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1193-1194.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

New product development integration (information exchange). (1997).

Ayers, D.; Dahlstrom, R.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1195-1196.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

New product development integration (marketing involvement). (1997).

Ayers, D.; Dahlstrom, R.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1197-1198.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

New product development proficiency (commercialization). (1997).

Song, X.M.; Parry, M.E.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1199-1200.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

New Product Development Proficiency (Idea Generation and Screening). (1997).

Song, X.M.; Parry, M.E.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1201-1202.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

New product development proficiency (marketing). (1997).

Song, X.M.; Parry, M.E.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1203-1204.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

New product development proficiency (opportunity analysis). (1997).

Song, X.M.; Parry, M.E.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1205-1206.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

TMSS List of Compilations:  $\underline{\text{https://archive.org/details/TMSS\_Compilations}}$ 

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

New product development proficiency (product testing). (1997).

Song, X.M.; Parry, M.E.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1207-1208.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

New product development proficiency (technical development). (1997).

Song, X.M.; Parry, M.E.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1209-1211.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

New product success (relative). (1997).

Song, X.M.; Parry, M.E.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1212-1213.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Novelty (new product). (1995).

Moorman, C.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1214-1215.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Openers. (1996).

Pullins, E.B.; Fine, L.M.; Warren, W.L.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1216-1217.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Organizational bureaucratization. (1997).

Moorman, C.; Miner, A.S.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1218-1219.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Organizational citizenship behavior (civic virtue). (1994).

Podsakoff, P.M.; MacKenzie, S.B.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1220-1221.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Organizational citizenship behavior (global). (1997).

Netemeyer, R.G.; Boles, J.S.; McKee, D.O.; McMurrian, R.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1222-1223.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Organizational citizenship behavior (helping). (1994).

Podsakoff, P.M.; MacKenzie, S.B.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1224-1225.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Organizational citizenship behavior (sportsmanship). (1994).

Podsakoff, P.M.; MacKenzie, S.B.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1226-1227.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Organizational culture (adhocracy). (1995).

Moorman, C.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1228-1229.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Organizational culture (clan). (1995).

Moorman, C.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1230-1231.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Organizational culture (hierarchy). (1995).

Moorman, C.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1232-1233.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Organizational culture (market). (1995).

Moorman, C.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1234-1235.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Organizational culture index (bureaucratic). [OCI]. (1968, 1983, 1984).

Litwin, G.H.; Stringer, R.A.J.; Wallach, E.J.; Oliver, R.L.; Anderson, E.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1236-1237.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Organizational culture index (innovative). [OCI]. (1968, 1983, 1984).

Litwin, G.H.; Stringer, R.A.J.; Wallach, E.J.; Oliver, R.L.; Anderson, E.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1238-1239.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Organizational culture index (supportive). [OCI]. (1968, 1983, 1984).

Litwin, G.H.; Stringer, R.A.J.; Wallach, E.J.; Oliver, R.L.; Anderson, E.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1240-1241.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Organizational memory dispersion. (1997).

Moorman, C.; Miner, A.S.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1242-1243.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Organizational memory level. (1997).

Moorman, C.; Miner, A.S.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1244-1245.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

# Organization's Commitment to Learning. (1997).

Sinkula, J.M.; Baker, W.E.; Noordewier, T.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1246-1247.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

### Organization's open mindedness. (1997).

Sinkula, J.M.; Baker, W.E.; Noordewier, T.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1248-1249.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

## Organization's shared vision/purpose. (1997).

Sinkula, J.M.; Baker, W.E.; Noordewier, T.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1250.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

#### Orientation (technology). (1997).

Gatignon, H.; Xuerub, J.M.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1251-1252.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

#### Output control (information). (1996).

Challagalla, G.N.; Shervani, T.A.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1253-1254.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

#### TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Output control (punishments). (1996).

Challagalla, G.N.; Shervani, T.A.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1255-1256.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

## Output control (rewards). (1996).

Challagalla, G.N.; Shervani, T.A.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1257-1258.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

### Output controls. (1997).

Bello, D.C.; Gilliland, D.I.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1259-1260.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

# Participation in Decision making (Supplier Relationship). (1996).

Dahlstrom, R.; McNeilly, K.M.; Speh, T.W.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1261-1262.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

### Participation (leadership style). (1997).

Netemeyer, R.G.; Boles, J.S.; McKee, D.O.; McMurrian, R.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1263-1264.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

#### Participative decision making. (1994).

Oliver, R.L.; Anderson, E.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1265.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

#### TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Patent protection. (1995).

Robertson, T.S.; Eliashberg, J.; Rymon, T.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A

Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1266-1267.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

# Pay as a Control Mechanism. (1994).

Oliver, R.L.; Anderson, E.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1268-1269.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

### Performance (behavioral). (1982, 1994).

Behrman, D.N.; Perreault Jr, W.D.; Kohli, A.K.; Jaworski, B.J.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1270-1271.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

# Performance (company). (1995).

Dahlstrom, R.; Nygaard, A.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1272-1273.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

#### Performance (departmental). (1995).

Olson, E.M.; Walker Jr, O.C.; Ruekert, R.W.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1274-1275.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

#### Performance (growth/share).

Eastern Michigan University Center For Entrepreneurship.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1276.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

#### TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Performance (information gathering) part. (1982).

Behrman, D.N.; Perreault Jr, W.D.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1277-1278.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Performance (market share). (1997).

Song, X.M.; Parry, M.E.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1279-1280.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Performance (meeting sales objectives). (1994).

Sujan, H.; Weitz, B.A.; Kumar, N.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1281-1282.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Performance (meeting sales objectives) part. (1982).

Behrman, D.N.; Perreault Jr, W.D.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1283-1284.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Performance (new product). (1997).

Gatignon, H.; Xuerub, J.M.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1285-1286.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Performance (new product). (1995).

Moorman, C.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1287-1288.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Performance (new product profitability). (1979).

Cooper, R.G.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1289-1290.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Performance (new product sales). (1997).

Song, X.M.; Parry, M.E.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1291-1292.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

### Performance (profitability).

Eastern Michigan University Center For Entrepreneurship.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1293.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

# Performance (relative). (1994).

Oliver, R.L.; Anderson, E.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1294-1295.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

#### Performance (sales expense control) part. (1982).

Behrman, D.N.; Perreault Jr, W.D.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1296-1298.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

#### Performance (sales force financial). (1996).

Sohi, R.S.; Smith, D.C.; Ford, N.M.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1299.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

#### TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Performance (sales presentation planning) part. (1982).

Behrman, D.N.; Perreault Jr, W.D.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1300-1301.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

# Performance (salesperson). (1997).

Rich, G.A.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1302.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

### Performance (salesperson). (1994).

Podsakoff, P.M.; MacKenzie, S.B.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1303-1304.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

## Performance (salesperson objective outcomes). (1994).

Oliver, R.L.; Anderson, E.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1305-1306.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

#### Performance (salesperson paper inputs). (1994).

Oliver, R.L.; Anderson, E.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1307-1308.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

#### Performance (salesperson self report) part. (1982).

Behrman, D.N.; Perreault Jr, W.D.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1309-1311.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

#### TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Performance (salesperson self report). (1996).

Babin, B.J.; Boles, J.S.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1312.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Performance (salesperson subjective inputs). (1994).

Oliver, R.L.; Anderson, E.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1313-1314.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Performance (supplier demand stimulation). (1995).

Brown, J.R.; Lusch, R.F.; Nicholson, C.Y.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1315-1316.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Performance (supplier relationship). (1996).

Dahlstrom, R.; McNeilly, K.M.; Speh, T.W.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1317-1318.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Performance (supplier support). (1995).

Brown, J.R.; Lusch, R.F.; Nicholson, C.Y.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1319-1320.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Performance (supplier's logistical services). (1994).

Gassenheimer, J.B.; Ramsey, R.P.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1321.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Performance (supplier's product support). (1994).

Gassenheimer, J.B.; Ramsey, R.P.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1322-1323.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Performance (supplier's sales support). (1994).

Gassenheimer, J.B.; Ramsey, R.P.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1324-1325.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Performance (wholesaler). (1996).

Lusch, R.F.; Brown, J.R.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1326-1327.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Performance ambiguity. (1996).

Stump, R.L.; Heide, J.B.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1328.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Performance control (external). (1974, 1994).

Khandwalla, P.N.; Germain, R.; Droge, C.; Daughterty, P.J.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1329.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Performance control (internal). (1974, 1994).

Khandwalla, P.N.; Germain, R.; Droge, C.; Daughterty, P.J.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1330.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Performance documentation. (1989).

Jaworski, B.J.; MacInnis, D.J.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1331.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Person organization fit. (1997).

Netemeyer, R.G.; Boles, J.S.; McKee, D.O.; McMurrian, R.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1332-1333.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Physical distribution service quality (availability) subscale. [PDSQ]. (1997).

Beinstock, C.C.; Mentzer, J.T.; Bird, M.M.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1334-1335.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Physical distribution service quality (condition) subscale. [PDSQ]. (1997).

Beinstock, C.C.; Mentzer, J.T.; Bird, M.M.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1336-1337.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Physical distribution service quality (timeliness) subscale. [PDSQ]. (1997).

Beinstock, C.C.; Mentzer, J.T.; Bird, M.M.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1338-1339.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Planning (account). (1997).

Brown, S.P.; Cron, W.L.; Slocum Jr, J.W.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1340-1341.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Planning (territory). (1997).

Brown, S.P.; Cron, W.L.; Slocum Jr, J.W.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1342-1343.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Planning for the Sale. (1994).

Sujan, H.; Weitz, B.A.; Kumar, N.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1344-1345.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Positive reinterpretation. (1994).

Strutton, D.; Lumpkin, J.R.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1346-1347.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Power (coercive). (1997).

Brown, J.R.; Lusch, R.F.; Nicholson, C.Y.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1348-1349.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Power (dealer supplier symmetry). (1997).

Brown, J.R.; Lusch, R.F.; Nicholson, C.Y.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1350-1351.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Power (expert). (1997).

Brown, J.R.; Lusch, R.F.; Nicholson, C.Y.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1352-1353.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Power (functional unit). (1997).

Fisher, R.J.; Maltz, E.; Jaworski, B.J.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1354-1355.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

## Power (information). (1997).

Brown, J.R.; Lusch, R.F.; Nicholson, C.Y.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1356-1357.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

### Power (legitimate). (1997).

Brown, J.R.; Lusch, R.F.; Nicholson, C.Y.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1358-1359.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

#### Power (referent). (1997).

Brown, J.R.; Lusch, R.F.; Nicholson, C.Y.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1360-1361.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

## Power (reward). (1997).

Brown, J.R.; Lusch, R.F.; Nicholson, C.Y.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1362-1363.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

#### Power (salesperson). (1997).

Doney, P.M.; Cannon, J.P.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1364.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

#### TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Prior experience (purchase). (1995).

Heide, J.B.; Weiss, A.M.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1365.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

# Proactive focus (purchasing). (1994).

Bunn, M.D.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1366-1367.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

### Procedural control. (1994).

Bunn, M.D.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1368-1369.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

## Procedural knowledge. (1996).

Jaworski, B.J.; MacInnis, D.J.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1370.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

#### Process control. (1997).

Bello, D.C.; Gilliland, D.I.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1371-1372.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

#### Product development (customer involvement). (1997).

Ittner, C.D.; Larcker, D.F.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1373-1374.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

#### TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Product Development (Use of Supplier). (1997).

Ittner, C.D.; Larcker, D.F.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1375-1376.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

## Product differentiation. (1997).

Song, X.M.; Parry, M.E.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1377-1378.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

### Product line sophistication. (1995, 1997).

Bello, D.C.; Lohtia, R.; Gilliland, D.I.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1379-1380.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

### Product quality. (1997).

Menon, A.; Jaworski, B.J.; Kohli, A.K.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1381.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

#### Product relative advantage. (1997).

Gatignon, H.; Xuerub, J.M.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1382-1383.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

#### Product relative costs. (1997).

Gatignon, H.; Xuerub, J.M.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1384.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

#### TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Product Similarity (to Competition). (1997).

Gatignon, H.; Xuerub, J.M.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1385-1386.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

## Profits are not paramount. (1995).

Singhapakdi, A.; Kraft, K.L.; Vitell Jr, S.J.; Rallapalli, K.C.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1387-1388.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

### Promotion from Within. (1996).

Ganesan, S.; Weitz, B.A.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1389.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

# Promotion opportunity. (1996).

Ganesan, S.; Weitz, B.A.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1390.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

#### Psychological distance. (1997).

Fisher, R.J.; Maltz, E.; Jaworski, B.J.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1391-1392.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

#### Purchase importance. (1996).

Stump, R.L.; Heide, J.B.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1393-1394.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

#### TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Purchase importance. (1995).

Heide, J.B.; Weiss, A.M.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1395.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Qualification of Supplier (Ability). (1996).

Stump, R.L.; Heide, J.B.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1396-1397.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Qualification of Supplier (Motivation). (1996).

Stump, R.L.; Heide, J.B.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1398-1399.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Quality (relationship). (1995).

Kumar, N.; Scheer, L.K.; Steenkamp, J.E.M.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1400-1402.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Quantitative analysis (purchasing). (1994).

Bunn, M.D.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1403-1404.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Reaction aggressiveness. (1995).

Robertson, T.S.; Eliashberg, J.; Rymon, T.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1405-1406.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Relational norms (conflict harmonization). (1997).

Ayers, D.; Dahlstrom, R.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1407-1408.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

# Relational norms (flexibility). (1997).

Ayers, D.; Dahlstrom, R.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1409-1410.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

### Relational norms (solidarity). (1997).

Ayers, D.; Dahlstrom, R.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1411-1412.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

# Relationalism (mutuality). (1997).

Li, Z.G.; Dant, R.P.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1413-1414.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

#### Relationalism (role integrity). (1997).

Li, Z.G.; Dant, R.P.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1415-1416.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

# Relationalism (solidarity). (1997).

Li, Z.G.; Dant, R.P.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1417-1418.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

#### TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Relationship continuity expectation. (1996).

Lusch, R.F.; Brown, J.R.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1419-1420.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Relationship Effectiveness (Marketing with Engineering). (1997).

Fisher, R.J.; Maltz, E.; Jaworski, B.J.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1421-1422.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Relationship flexibility. (1994).

Heide, J.B.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1423-1424.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Relationship Investment and Communication Openness (RICOMM). (1997).

Smith, J.B.; Barclay, D.W.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1425-1426.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Relationship with Product Planners (Effectiveness). (1997).

Ayers, D.; Dahlstrom, R.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1427-1428.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Replaceability (supplier). (1996).

Celly, K.S.; Frazier, G.L.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1429.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Reputation (company). (1995).

Anderson, E.; Robertson, T.S.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1430-1431.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

# Reputation (company). (1995).

Brown, S.P.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1432-1433.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

### Reputation (partner). (1997).

Smith, J.B.; Barclay, D.W.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1434-1435.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

## Reputation (retailer). (1994).

Ganesan, S.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1436-1437.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

#### Reputation (supplier). (1997).

Doney, P.M.; Cannon, J.P.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1438.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

#### Reputation (vendor). (1994).

Ganesan, S.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1439-1440.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

#### TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Resource constraints (supplier). (1996).

Celly, K.S.; Frazier, G.L.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1441.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

## Resource inadequacy. (1997).

Bello, D.C.; Gilliland, D.I.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1442-1443.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

### Reward system (market based). (1997).

Menon, A.; Jaworski, B.J.; Kohli, A.K.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1444-1445.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

## Risk aversion (top manager's). (1997).

Menon, A.; Jaworski, B.J.; Kohli, A.K.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1446-1448.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

#### Risk taking (Marketing Program Development). (1996).

Anderson, E.; Smith, D.C.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1449-1448.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

#### Rivalry (interfunctional). (1996).

Maltz, E.; Kohli, A.K.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1449-1450.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

#### TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Role ambiguity. (1970).

Rizzo, J.R.; House, R.J.; Lirtzman, S.I.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1451-1454.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Role ambiguity (customer facet) part of MULTIRAM. (1991).

Singh, J.; Rhoads, G.K.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1455-1456.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Role clarity (behavioral). (1994).

Kohli, A.K.; Jaworski, B.J.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1457-1458.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Role clarity (output). (1994).

Kohli, A.K.; Jaworski, B.J.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1459-1460.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Role competence (partner). (1997).

Smith, J.B.; Barclay, D.W.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1461-1462.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Role conflict. (1970).

Rizzo, J.R.; House, R.J.; Lirtzman, S.I.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1463-1466.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Role conflict. (1983).

Chonko, L.B.; Burnett, J.J.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1467-1469.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

### Role modeling. (1997).

Rich, G.A.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1470-1471.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

### Sales presentation effectiveness. (1990).

Saxe, R.; Weitz, B.A.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1472-1474.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

# Salesperson adaptability (adapts). (1994).

Strutton, D.; Lumpkin, J.R.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1475-1476.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

#### Satisfaction (dealer). (1994).

Gassenheimer, J.B.; Ramsey, R.P.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1477-1478.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

#### Satisfaction (job). (1996).

Hartline, M.D.; Ferrell, O.C.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1479-1480.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

#### TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Satisfaction (job). (1984).

Hunt, S.D.; Chonko, L.B.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1481-1482.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Satisfaction (job). (1997).

Rich, G.A.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1483.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Satisfaction (job). (1997).

Netemeyer, R.G.; Boles, J.S.; McKee, D.O.; McMurrian, R.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1484-1485.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Satisfaction (manufacturer distributor relationship). (1996).

Andaleeb, S.S.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1486-1487.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Satisfaction (participant). (1980).

Van de Ven, Andrew H.; Ferry, D.L.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1488-1489.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Satisfaction (relationship). (1997).

Li, Z.G.; Dant, R.P.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1490-1491.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Satisfaction (Relationship with Manufacturer). (1996).

Mohr, J.J.; Fisher, R.J.; Nevin, J.R.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1492-1493.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Satisfaction (wholesaler). (1997).

Ping Jr, R.A.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1494-1495.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Satisfaction (with Consulting Firm). (1997).

Patterson, P.G.; Johnson, L.W.; Spreng, R.A.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1496-1497.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Satisfaction (with Coworker). (1994).

Kohli, A.K.; Jaworski, B.J.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1498-1499.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Satisfaction (with Past Outcomes). (1994).

Ganesan, S.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1500-1501.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Satisfaction with Job (General) short version; Job diagnostic survey. (1974).

Hackman, J.R.; Oldham, G.R.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1502-1504.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Satisfaction with Job (Sales Force). (1996).

Sohi, R.S.; Smith, D.C.; Ford, N.M.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1505-1506.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

### Seeking distance. (1994).

Strutton, D.; Lumpkin, J.R.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1507-1508.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

### Seeking social support. (1994).

Strutton, D.; Lumpkin, J.R.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1509-1510.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

# Selectivity (brand). (1997).

Fein, A.J.; Anderson, E.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1511-1512.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

### Selectivity (territory). (1997).

Fein, A.J.; Anderson, E.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1513-1514.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

#### Self control. (1994).

Strutton, D.; Lumpkin, J.R.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1515-1516.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

### TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Self determination. (1995).

Strutton, D.; Pelton, L.E.; Lumpkin, J.R.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A

Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1517-1518.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Self efficacy. (1994).

Sujan, H.; Weitz, B.A.; Kumar, N.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1519-1520.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Self efficacy (employee). (1996).

Hartline, M.D.; Ferrell, O.C.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1521-1522.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Signal credibility. (1995).

Robertson, T.S.; Eliashberg, J.; Rymon, T.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1523-1524.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Signal hostility. (1995).

Robertson, T.S.; Eliashberg, J.; Rymon, T.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1525-1526.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Similarity to Others in Firm (Salesperson). (1997).

Doney, P.M.; Cannon, J.P.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1527.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Size (supplier). (1997).

Doney, P.M.; Cannon, J.P.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1528.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Skepticism of Salesperson Advice (Business Customer). (1995).

Anderson, E.; Robertson, T.S.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1529-1530.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Skills and Resources (Marketing). (1997).

Song, X.M.; Parry, M.E.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1531-1532.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Skills and Resources (Technical). (1997).

Song, X.M.; Parry, M.E.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1533-1534.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Solidarity (Major Supplier with Wholesaler). (1996).

Lusch, R.F.; Brown, J.R.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1535-1536.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Solidarity (supplier relationship). (1996).

Dahlstrom, R.; McNeilly, K.M.; Speh, T.W.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1537-1538.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Solidarity (Wholesaler with Major Supplier). (1996).

Lusch, R.F.; Brown, J.R.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1539-1540.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

# Specialization. (1994).

Germain, R.; Droge, C.; Daughterty, P.J.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1541-1542.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

### Spiritually based coping tactics. (1994).

Strutton, D.; Lumpkin, J.R.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1543-1544.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

# Strategy (innovation).

Eastern Michigan University Center For Entrepreneurship.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1545-1546.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

### Strategy (low cost).

Eastern Michigan University Center For Entrepreneurship.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1547.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

# Supervisory consideration. (1996).

Ramaswami, S.N.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1548.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

### TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Supervisory knowledge. (1996).

Ramaswami, S.N.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1549.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Supervisory participation. (1996).

Ramaswami, S.N.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1550.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Supervisory support. (1996).

Babin, B.J.; Boles, J.S.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1551-1552.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Support (organizational) Survey of perceived organizational support. [SPOS]. (1986).

Eisenberger, R.; Huntington, R.; Hutchinson, S.; Sowa, D.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1553-1554.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Support to Foreign Distributor/Subsidiary. (1994).

Cavusgil, S.T.; Zou, S.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1555-1556.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Supportive actions (wholesaler). (1995).

Chatterjee, S.C.; Hyvonen, S.; Anderson, E.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1557-1558.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Switching costs. (1993).

Ping Jr, R.A.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1559-1560.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Switching costs (vendor related). (1995).

Heide, J.B.; Weiss, A.M.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1561.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Taking responsibility. (1994).

Strutton, D.; Lumpkin, J.R.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1562-1563.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Tangible attribute certainty. (1995).

Smith, D.C.; Andrews, J.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1564-1565.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Tangible attribute fit. (1995).

Smith, D.C.; Andrews, J.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1566-1567.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Target market focus. (1996).

Frazier, G.L.; Lassar, W.M.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1568.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Task difficulty. (1980).

Van de Ven, Andrew H.; Ferry, D.L.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1569-1570.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Task performance (partner relationship). (1997).

Smith, J.B.; Barclay, D.W.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1571-1572.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Technological change. (1995).

Heide, J.B.; Weiss, A.M.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1573.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Technological compatibility. (1995).

Heide, J.B.; Weiss, A.M.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1574.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Technological heterogeneity. (1995).

Heide, J.B.; Weiss, A.M.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1575-1576.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Technological unpredictability. (1996).

Stump, R.L.; Heide, J.B.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1577.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Time pressure (work). (1996).

Andrews, J.; Smith, D.C.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1578-1579.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Timeliness (new product). (1995).

Moorman, C.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1580.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Transaction flows. (1980).

Van de Ven, Andrew H.; Ferry, D.L.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1581-1582.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Transaction specific investments (retailer). (1994).

Ganesan, S.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1583-1584.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Transaction Specific Investments (Retailer's Perception of Vendor). (1994).

Ganesan, S.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1585-1586.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Transaction specific investments (vendor). (1994).

Ganesan, S.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1587-1588.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Transaction Specific Investments (Vendor's Perception of Retailer). (1994).

Ganesan, S.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1589-1590.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Trust (Distributor in Manufacturer). (1996).

Andaleeb, S.S.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1591-1592.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Trust in Manager. (1997).

Rich, G.A.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1593-1594.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Trust in Retailer (Benevolence). (1994).

Ganesan, S.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1595-1596.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Trust in Retailer (Credibility). (1994).

Ganesan, S.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1597-1598.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Trust in Salesperson. (1997).

Doney, P.M.; Cannon, J.P.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1599-1600.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Trust in Sales Manager (Interpersonal). (1995).

Dahlstrom, R.; Nygaard, A.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1601-1602.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Trust in Source of Market Intelligence. (1996).

Maltz, E.; Kohli, A.K.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1603-1604.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Trust in Supplier. (1995).

Kumar, N.; Scheer, L.K.; Steenkamp, J.E.M.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1605-1606.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Trust in Supplier Firm. (1997).

Doney, P.M.; Cannon, J.P.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1607-1608.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Trust in Vendor (Benevolence). (1994).

Ganesan, S.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1609-1610.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Trust in Vendor (Credibility). (1994).

Ganesan, S.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1611-1612.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Turbulence (competitive intensity). (1995).

Moorman, C.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1613-1614.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Turbulence (market). (1993).

Jaworski, B.J.; Kohi, A.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1615-1616.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Turbulence (technological). (1993).

Jaworski, B.J.; Kohi, A.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1617-1618.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Turnover intentions. (1996).

Ganesan, S.; Weitz, B.A.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1619.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

User investment (supplier). (1996).

Dahlstrom, R.; McNeilly, K.M.; Speh, T.W.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1620-1621.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Voice. (1993).

Ping Jr, R.A.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1622.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Warehousing uncertainty. (1996).

Dahlstrom, R.; McNeilly, K.M.; Speh, T.W.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A

Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association.

Page(s) 1623-1624.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Work controls (output). (1989).

Jaworski, B.J.; MacInnis, D.J.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1625-1626.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Work controls (process). (1989).

Jaworski, B.J.; MacInnis, D.J.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1627-1628.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Work controls (professional). (1989).

Jaworski, B.J.: MacInnis, D.J.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1629-1630.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Work controls (self). (1989).

Jaworski, B.J.; MacInnis, D.J.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1631.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Work involvement. (1996).

Babin, B.J.; Boles, J.S.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1632.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

TMSS List of Compilations: <a href="https://archive.org/details/TMSS\_Compilations">https://archive.org/details/TMSS\_Compilations</a>

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Work/family conflict. (1996).

Good, L.K.; Page Jr, T.J.; Young, C.E.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1633-1634.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Working hard. (1994).

Sujan, H.; Weitz, B.A.; Kumar, N.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1635.

FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Working smart. (1994).

Oliver, R.L.; Anderson, E.

IN: Bruner, G. C., II; James, K.; Hensel, P. J. (2001). Marketing Scales Handbook: A Compilation of Multi-item Measures, Vol. 3. Chicago, IL: American Marketing Association. Page(s) 1636.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <a href="http://www.worldcat.org/oclc/25965149">http://www.worldcat.org/oclc/25965149</a>

Compiled by Helen Hough, MLS, James G. Collins & Associates.

By-NC

Helen Hough, CC BY-NC

Burt King provided assistance with inquiries through part of the early 2010s when at Central Library, University of Texas at Arlington, Arlington, Texas 76019.

My most grateful appreciation for (a) the assistance of Stacy Maat, Marija Freeland, Susan Turkel, and Sue Wortman at the University of Michigan, who provided significant information regarding changing URLs; (b) all of our colleagues across the nation and world who make recommendations for works to be added; and (c) The University of Texas at Arlington Library for originally graciously hosting this work to make it available to scholars worldwide.

As a content listing of a published work, validity and accuracy of this page does not change over time. The TMSS pages are usually developed from information provided in a variety of locations within the original resource. If any of these pages are copied for modification on another site, please provide proper attribution. This version, originally created in 2001, is covered by all applicable copyright laws. Updated: August 2019.